COMPLETE TELEVISION PROGRAM LISTINGS-WEEK OF APRIL 10-16

TV GUIDE®

15c

GLAMOR GIRLS: TV VS. HOLLYWOOD

Dragnet's Jack Webb

RED SMITH VIEWS WALCOTT-MARCIANO CHAMPIONSHIP FIGHT

as we see it

It came as a surprise—nay, a shock—when the Association of Radio and TV News Directors announced it would hold a five-day TV News Seminar later this month in cooperation with Northwestern University's Medill School of Journalism.

Journalism is an essential in TV newscasting, of course, but haven't the boys overlooked the importance of dramatic ability and sartorial elegance? Shouldn't the directors and Medill professors be joined by representatives of the American Academy of Dramatic Art and perhaps the Tailors' Guild?

Local television news commentators, bless their larded larynxes, have been doing their best to keep up with the network smoothies—Handsome John Cameron Swayze, Sincere Douglas Edwards, and Casual Dave Garroway. The networks, as always, have set the standard, and the local lads must be handsomer, sincerer or casualer if they want to make a dent on the audience.

On newspapers, no one cares much what a reporter looks like or how he dresses. Shirtsleeves and loosened necktie are standard attire in most City Rooms, and no one questions a tobacco-chawing, messy-haired, raspy-voiced reporter so long as he does his job.

The ideal newscaster should be a good reporter AND be acceptable to the public. Such men are rare, and the networks have grabbed them up. The National Association of Radio and TV News Directors, then, must either teach the fundamentals of journalism to men experienced in appearing before an audience, or teach reporters the fundamentals of TV dramatics.

It would be easier, and we believe better in the long run, to train reporters in television techniques. Relating the news to viewers is a vital task, and one that requires fast editorial judgment on occasion. Such judgment comes only from experience.

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TV Teletype

NEW YORK Bob Stahl reports:

GE Theater, telefilm series which substituted for FRED WARING while the Pennsylvanians were on tour, will also replace the Waring show this summer . . . RAY MILLAND entering the TV sweepstakes next fall as star of a new telefilm series. Network and time not yet announced. NBC plans an audition film starring CELESTE HOLM within month.

* * *

ANDREWS SISTERS seeking an idea for their own TV show. They'd prefer a situation comedy, but haven't come up with anything yet that would also allow them to sing . . . DANNY KAYE, with only one or two movies a year now, thinks he needs TV to retain his mass audience. His high income tax bracket and high asking-price are reported holding off interested sponsors . . . Signing of RAY BOLGER and DANNY THOMAS will bolster ABC talent ranks.

* * *

Gillette expanding its Cavalcade of Sports on NBC with pickups of 10 Saturday afternoon horse races from Eastern tracks, starting April 18. In a tie-in with the Damon Runyon Cancer Fund, the razor company will contribute a pure-bred pony to be auctioned off among viewers each week. All money derived goes to the fund.

* * *

Exploits of Congressional Medal of Honor winners will be dramatized in a new film documentary series, set for a fall premiere . . . TV's "two Jacks," CARSON and CARTER, returning in the fall. Carson will play a good-natured idler in a telefilm series, while Carter is to emcee a variety program.

* * *

EDDIE FISHER will be assisted by DON AMECHE and AXEL STORDAHL'S orchestra in the new show starting April 29 on NBC. This replaces Those Two on Wednesdays and Fridays . . . New York's American Museum of Natural History completed arrangements with CBS for a network program starting May 10 which replaces Omnibus. Latter show is due back in the fall . . . CBS using feature films to replace ERNIE KOVACS on Tuesday nights. When MILTON BERLE, chief competition at that time, goes on vacation, CBS may attempt to break in a new live show.

* * *

NBC's American Inventory, in collaboration with the Alfred P. Sloan Foundation, to be used henceforth to showcase public service programs for possible commercial sponsorship. First on the agenda: a crime detection series, to be produced with the aid of top Eastern universities . . . JEROME THOR, invited to star in a Hollywood movie, leaving Foreign Intrigue. . . DREW PEARSON may wind up on CBS. The network is mulling a pickup of his new TV show.

HOLLYWOOD Arthur Engel reports:

Publicists say DINAH SHORE is to snag $25,000 weekly for her fortnight singing stay at a Las Vegas hostelry in July . . . NBC is scanning GEORGE GOBEL as a TV comic recruit; he was on Toast of the Town recently and is now playing a swank supper room locally. One of his gags is, "I've got a clause in my contract that says I can't read any other clauses in it" . . . BRODERICK CRAWFORD wanted $2700 and top-billing for a guest appearance on Life of Riley with BILL BENDIX. Fee was satisfactory but not the lead-billing, so he's out.

* * *

LYNN BARI will join with BARRY NELSON as supporting talent for JOAN CAULFIELD in the new My Favorite Husband series . . . ANN SOTHERN'S press agent reports she is eager to make the country's lassies conscious of "Specs-Appeal," so they won't shun their glasses for fear of lessened sex appeal; says she coined the phrase after volumes of fan mail questioning her own eye-glasses in Private Secretary.

* * *

The three big networks are bidding for General Electric's BING CROSBY program which will start in the fall. Their inducements: top time spots on the air . . . EDDIE CANTOR shared a dressing room with MARTIN AND LEWIS during the special 100th Comedy Hour show. To disguise the weight he has put on around his waist he wore an elastic band. "Wonder if this will show?" he asked. Lewis spread his robe, showing a brace around his knee and another one over his back, saying sadly, "If they do, then I'm dead too."

* * *

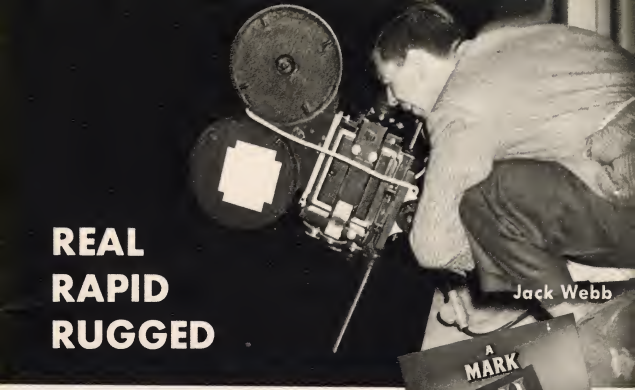
Another sign of impending major motion picture studios' foray into telefilms is current slashing of costly talent rosters to facilitate lower-budgeted TV filming . . . Rising labor scales here have zoomed costs of telefilms some 20 percent in past year, with revenues from new stations only partially offsetting the rise. Only a few producers are in break-even or better status.

* * *

Studio One, long a Manhattan creation, may join the westward migration to Hollywood next autumn . . . ABC's Album series will emanate from here May 3 and 10, splitting Tale of Two Cities in half-hour shows . . . MARTIN AND LEWIS may telecast their May 31 program from aboard the Queen Elizabeth in New York harbor, prior to sailing for the coronation . . . To lure larger studio audiences, KLAC-TV here is ending the under-12 age ban, not even barring babes-in-arms. This welcome-to-all will likely be copied by other stations as visitors become scarcer.

* * *

VAN JOHNSON, whose MGM contract expires in December, is rehearsing a song-and-dance act for TV in the fall. KAY THOMPSON is tutoring him, with a preview break-in contemplated at the London Palladium during the coronation . . . Now that all the bills are tallied, RCA's total bill for sponsoring the Academy Awards last month was over a quarter of a million dollars.



DRAGNET

CATCHES 38 MILLION VIEWERS

JACK WEBB, a professional actor who learned about realism as an Air Force B-26 pilot during the Second World War, has made it pay off as star and director of *Dragnet*, the NBC thriller which plays weekly to some 38,000,000 faithful viewers across the country.

Now in his early 30's, Webb has come to represent for the American public the ideal of the regular police detective, as contrasted with the "private eye," and with real police methods, as contrasted with fictional melodrama.

His slim frame—he's six feet tall and weighs 165 pounds—and his clipped underplaying of scenes has become as much of a trademark to the American public as the stamp of "Mark VII" Productions, which terminates his show.

He plays every television scene as if it were a real police case.

He Achieves the Unbelievable

Webb has achieved the unbelievable for fictional detective work—a show which is

Ben Alexander, capable veteran, who plays Detective Frank Smith, Webb's official partner.

pleasing alike to public, press, police and even penitentiary inmates. But success wasn't achieved without struggles and it's maintained by tireless attention to detail.

For Webb, who had played radio private detectives in San Francisco, his real career began one day on the Hollywood set of the motion picture, *He Walked By Night*, in which he played a police lieutenant.

Idly, he asked Sergeant Marty Wynn, of the Los Angeles Police Department, technical advisor on the film, about the possibility of doing a radio program based on actual police file cases.

Wynn liked the idea, so Webb collected information from the police department, developed characters and a format and cut an audition record for NBC officials. They offered him a sustaining spot.

Then, "hat in hand," Webb went to C. B. Horrall, then Los Angeles police chief, and asked for his cooperation.

Police Promise Help

"You're on the right track," Horrall told him. "You don't make heroes of cops and you're reflecting the day-to-day drudgery of police work." He promised his cooperation and the radio show was launched successfully.

The idea of the television show originated in 1951, with the president of the cigaret firm sponsoring the radio program. Webb made up a sample film, which clicked. On December 5, the order came for 13 episodes with the first to be shown Jan. 1.

In less than a month, Webb assembled a top-notch staff, selected stories and cast, pushed production at breakneck speed and beat the deadline. He's been clicking along at that rate ever since.

The Mark VII trademark was "dreamed up over coffee" by Webb and no special meaning. The use of the co-producer Michael Meshekoff and has hammer and stencil is based "somewhat" on the use of a hammer and gong to open J. Arthur Rank's British productions.

To date, Webb's production unit has turned out 60 episodes, each using 12,000 feet of film. It's the equivalent of 20 feature-length motion pictures, all made in a shooting time of less than nine months!

Working at the Walt Disney Studios near Hollywood, Webb's production unit is now holding to a rigid episode-in-three-days schedule. Webb not only directs, but plays the lead role of Sergeant Joe Friday.

For a typical episode, he and writer John Robinson will pore over case histories furnished them by three policemen, from the Los Angeles police files. When the two have agreed on a case, they prepare a script for the radio show, which later is adapted for television use.

The script is submitted to the police for technical corrections. The City Attorney's office then checks for legal implications. A policeman from the appropriate detail — robbery, homicide, forgery, etc.—stands by during the filming to check on authenticity.

Webb and Smith quietly question a suspect amid surroundings keyed to reality.

Dragnet is filmed on a budget of about $30,000 for each episode, which holds cast, sets and wasted scenes to a minimum.

Webb's present schedule enables him to make four episodes in two weeks, then lay off for two weeks. As a result, he has two weeks free out of each month for careful planning and editing.

He makes considerable use of Teleprompters to avoid "fluffed" lines and wasted film.

Moreover, Webb knows just what he wants to do with *Dragnet*. The show is intended to entertain and to sell products, but Webb says there "never will be anything in *Dragnet* that I wouldn't want my own two kids to see."

Each Story Accurate

Furthermore, there is no dramatic license taken with the cases. Each is related factually, but in such a manner that even the criminal would not recognize his own case. Webb is dedicated to the idea that the show should do nothing to harm a man who already has paid legally for his misdeed.

The success of *Dragnet* isn't based on violence, a milestone for such programs. In all the episodes filmed to date, Webb says, only 15 bullets have been discharged and there have been but three fights and a half-dozen punches.

Webb says flatly that the format is what the public wants and the popularity of *Dragnet* supports his view. He receives about 400 letters weekly and estimates that each letter represents similar views of 10,000 lookers.

He not only answers each letter, but he keeps a file of what viewers have to say. If 10 letters suggest a certain change, Webb will consider making it, on the grounds that this may represent the feeling of 100,000 listeners.

If 10 letters complain that the background music is too high, for example, or that Webb's voice is too soft, he will order prompt changes.

In the intensively competitive world of television, the system has paid off by keeping *Dragnet* consistently third among all TV programs. Yet *Dragnet* serves the public by realistically bringing home the fact that crime does not pay.

This, too, is one of Webb's aims, which is why he is proud of the letters which pour in from police authorities praising the work of the program. The following letter from an attorney, quoted in part, is virtually typical:

"Not only do you provide wholesome entertainment, but you are doing more for law enforcement than anyone else in the entertainment field.

"As a former FBI agent, deputy city attorney and prosecuting attorney, I'm particularly grateful for the public service you are rendering."

For Webb, such notes make the *Dragnet* show really worth all the effort he puts into it.

Webb takes to a 9th story window ledge in downtown Los Angeles to thwart a suicide.

SPORTS

Red Smith

Marciano Picked Over Walcott In Week's Big Televised Fight

ROCKY Marciano, a peaceable, law-abiding young man who once aspired to be a catcher for the Chicago Cubs, is going to do a spot of pitching for the Chicago fans Friday evening. Along about 9:30 Chicago time, he will throw his high hard one to schoolboy Joe Walcott, and that gentle old gentleman's kindly countenance will thereupon be suffused by resin.

That's what it says here. That's what it's got to say here. By all the laws of logic and the Marquis of Queensberry, not to mention those of the National Boxing Association, the Illinois State Athletic Commission, and gravity, Marciano must win when he makes his first defense of the heavyweight championship of the world in Chicago Stadium against the elderly gaffer from whom he won the title.

It Looks Like a Knockout

It says here that Marciano will smite Walcott in the expression and leave him for dead around the eighth or ninth round. Wonderful and implausible old critter though he is, the venerated Jersey sire didn't have it in him last September to stand off the young guy whom he was whipping when they came out for the thirteenth round in Philadelphia.

He was then the oldest heavyweight champion since Achilles outpointed Hector, and now he is six months older. Marciano figures to catch him sooner this time than he did then.

There are, however, two factors that will be in the minds of the millions who tune their receivers in on the doings in Chicago's big bloodpit. One is the fact that Marciano is a crude boxer who needs steady work to keep his reflexes operating. If he has rusted in a half-year of idleness, he might not be able to lick a reasonably agile curate.

First Bout Unforgettable

The other point is that Walcott did come so desperately close to beating Rocky at his best.

Nobody who saw that first fight will ever forget it. Marciano had seemed a mortal cinch before the fight, and then in the first round he looked like somebody's mortal sin. His aged playfellow walked out with a left hook that simply couldn't miss, moved the awkward youngster about as he pleased, knocked him down, and had ringsiders looking around for the cops to arrest the mountebank who had fed this tender child to that snaggle-toothed old tiger.

As the match wore on, though, Marciano's superb strength and condition

ROUNDS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
WALCOTT															
MARCIANO															

asserted themselves. After 12 rounds that would have drained most men dry, he still had the power to drop Walcott for keeps with one punch.

That's why he is rated the best one-punch hitter ever seen through these bifocals. Not even punchers like Jack Dempsey and Joe Louis stiffened many opponents with one blow, but this guy did it after a riot squad had worked him over with a rubber hose for three-quarters of an hour.

It is probable, too, that Rocky will be a better and more resolute fighter now than ever before, simply because he is champion of the world.

Shortly after he won the title, he was asked whether he'd been able to sleep that night in Philadelphia after beating Walcott. He grinned self-consciously and said of course he hadn't.

"I went back and dozed off around midnight", he said, "and when I woke up I didn't know nothing. I didn't know where I was, but I had a kind of feeling something good had happened. Then I remembered."

All of a sudden he remembered. He was heavyweight champion of the world. Oh, yes, sure, that was it.

Rocky and Jersey Joe in their first memorable title bout last September.

ILLINOIS BOXING RULES

If you score at home, follow the Illinois State Boxing Commission rules. Ten points are divided between the fighters for each round. If the round is even, score 5 for each fighter. Otherwise, indicate the difference. Winner is decided by total points, instead of by rounds.

Glamor . . . . TV

MAY SOON OUTDAZZLE HOLLYWOOD

TELEVISION may now lack the glamor, "oomph" or "it" of Hollywood's super-productions, but TV surely will acquire it within the next couple of years and then go on to outdazzle theater screens.

These are the blunt views of Durward "Bud" Graybill, famed photographer of filmdom's stars for more than two decades and winner of many international camera awards.

Graybill, whose fees range as high as $1250 for a single color photograph, last year chose to forsake the movies in order to launch a new career in television. And he's confident that his chosen medium will soon put glamor high on the list of essentials.

"It's obvious that television needs glamor to provide complete entertainment," Graybill explained. "Westerns, comedies, mysteries and human-interest features have established themselves in television.

"But until TV can develop smashing romantic shows, like the films' *Boomtown*, for example, it can't hope to attract 100 percent of the potential audience."

Many Glamor Stars

The noted film photographer says that television already has a substantial list of lovely and glamorous performers. Without attempting to list all, he rattled off the names of Lucille Ball, Maria Riva, Merle Oberon, Dinah Shore, Eve Arden and Ann Sothern as among those in the glamor ranks.

He also included Bess Myerson, Marguerite Piazza, Dale Evans, Gale Storm, Barbara Britton, Judy Johnson, Harriet Nelson, Coleen Gray and Corinne Calvet among TV's attractive women.

Ava Gardner, one of the screen's loveliest actresses and a convincing reason why Hollywood is known for glamor. The inset is gorgeous Maria Riva, noted television actress and daughter of Marlene Dietrich.

Graybill emphasized that television's approach to glamor would involve much more than its feminine stars.

"The other essential ingredients," he said, "include stories with glamorous settings, mood lighting, lavish wardrobes, the right hair-dos, painstaking makeup, and, perhaps above all else, a director with the ability to blend all these together into an enchanting result."

"Television doesn't have all the top craftsmen and won't be able to lure them from motion pictures for another year or two, until contracts expire," Graybill says. "TV will have to come to Hollywood, because here are the indispensable veterans in glamor, both talent and craftsmen, who aren't available elsewhere."

Barbara Britton whose beauty makes popularity of *Mr. and Mrs. North* no puzzle.

What is glamor, exactly?

"Well, glamor is the physical and mental attraction an artist transmits to an audience. It is what the viewer sees and feels. It is a projection of what the audience desires."

How can you tell it?

"When you see a picture on a screen or magazine cover that stops you short and you exclaim: 'That's a wonderful doll — where does she come from?'

Judy Johnson is a highly decorative entertainer on *Your Show of Shows.*

Bess Myerson, 1945's Miss America, whose *Big Payoff* show, aimed at women, attracts men, too.

that's glamor! Everyone recognizes it."

How do you develop it?

"Glamor is an inborn quality that needs only to be discovered in some. If you pile all the lighting, wardrobe, makeup, hairdo and direction on someone without it, there's still no glamor. It stands out like a Tiffany diamond, when real."

How important are revealing gowns to glamor?

"Not nearly as much as most people think. The physical attraction may be an eye-stopper but the manner of walking and talking and mental poise are qualities which sustain glamor beyond the first impression.

"That's another reason for the absence of glamor on TV now, simply because there isn't time or money to develop it fully. For example, a movie director would probably be two weeks behind schedule in filming the typical television film made in two or three days on a low budget."

Freshness Essential

As a photographer whose work has been published in virtually all the leading publications of this country and abroad, Graybill seeks certain characteristics in faces that represent glamor. They are primarily facial freshness and cleanliness, reflecting "zip and zoom," along with nice hair appearance. Together, he says, they should be just a bit "provocative."

His tips to girls for taking flattering portrait pictures, the way he poses stars, are far more complex. Use a street make-up, he advises, light and not caked, to achieve that desirable clean and fresh look. Apply only a little lip-rouge, and nothing else. Don't get a "flossy hair-dress." Merely have all the hair in place, adjusted to whether the face is thin or heavy. As for men, cleanliness is the sole requisite.

For best results, thoroughly-at-ease postures and attitudes are essential. The still camera is "the most penetrating critic," Graybill notes, recommending projection of "nice" thoughts from within to register convincing happiness. That's why men are better subjects, since they attempt no disguises whereas women may. Minimum facial strain is accomplished by sitting or lying while picture is being composed.

CHANNEL ONE

MARCIANO

POSTPONEMENT of the **Marciano-Walcott** championship fight till May 15 only went to prove one thing: athletes are a lot less predictable than printing presses. News of the rescheduling of the long-awaited heavyweight brawl came as the first few pages of **TV Guide**'s current issue went to press. **Red Smith's** interesting article on page 8 (which we felt was of general interest to all televiewers despite the Chicago blackout) still holds true for the May 15 match.

"Ethel & Albert," the comedy segment about life in the suburbs, is taking over the Saturday night 6:30-7:00 period on NBC beginning April 25. . . . **Eve Arden,** TV's "Our Miss Brooks," has accepted an invitation to be maid of honor at the June wedding of a Chicago schoolmarm. The hitch is, Eve has never met the bride to be. . . . "Biff Baker, USA" is giving it another try. The show will be seen as a half-hour substitute this summer for one of Lucky Strike's shows. The ciggie sponsor owns the filmed series which did a floperoo last time around.

ARDEN

Probably the most interesting comment on educational TV comes from **Gilbert Seldes,** writing in the **Saturday Review. Seldes** says in effect—Bring college supervised programs to one TV channel and all the networks will consider themselves free of the responsibility of educating the public. Then what have you got? The viewers who don't **need** the education will be the only ones watching the "channel for learnin' " while the custard pie routines will attract all the viewers who need it **most.** Result: less education on TV than ever before.

The renewal of NBC's costly "Comedy Hour" is still in doubt. The problem centers around landing a solid-enough lineup. **Bob Hope** looks like he's out as participator on the show no matter what happens. . . . **Tom Ewell,** an actor with a rare sense of the comic, has been signed to a long-term contract by NBC. Tom is the star of Broadway's current comedy smash, "Seven Year Itch."

HOPE

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Sunday on Channel Seven

12:30 P. M.

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CHANNEL 7

WBKB

ABC Television Network

LETTERS

TO THE EDITOR

I have never met and do not know the Fohrman brothers, but I thank God we still have a few men in America like them that will spend part of their money in America for the American people. . . I paid more for my TV set than some people pay for a car, but it wouldn't be worth 10¢ to me without wrestling.

Hammond, Indiana — **MRS. MACK McINTYRE**

In answer to S. Butler in regards to the Fohrman family and that beautiful dog, I bet he hates animals of all kinds, even people. . . I'm for the Fohrman family 100%. They give us wrestling every Sat. night. . . Now don't answer me and say I don't know art.

Gary, Ind. — **MRS. FRED COUGHENOUR**

Why don't they do something about the clothes Marie Wilson wears on "Irma"? We're so disgusted we stopped smoking her sponsor's product.

Chicago, Ill. — **MR. & MRS. HENRY VON OGDEN**

Your TV critics really can miss the boat. There is a real personality right here in Chicago. The warm, humorous off the cuff type such as Godfrey—And we mean Chuck Bill. Why not put him in charge of a panel show or variety show?

Chicago, Ill. — **THE LEPTICH FAMILY**

Eddie Fisher's name stands for what it reads. Meaning he sings FISHY.

Chicago, Ill. — **GERRY CORBETT**

Would someone please explain the fact that no one who would really appreciate it is ever asked to dine at the Pump Room on "Welcome Travelers." It's always someone who can afford it. This is discrimination in its lowest form.

Chicago, Ill. — **MRS. E. PETERS**

I think Arthur Godfrey is a swell guy. With his bad hip he sure has guts to take off in a plane. Which is more than I can say for some people.

Chicago, Ill. — **ANN KELLY**

(continued on page A-46)

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STEAK

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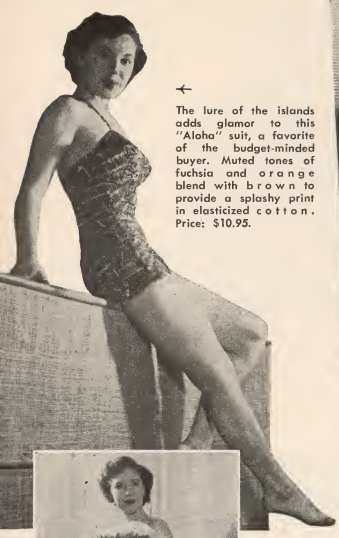


The lure of the islands adds glamor to this "Aloha" suit, a favorite of the budget-minded buyer. Muted tones of fuchsia and orange blend with brown to provide a splashy print in elasticized cotton. Price: $10.95.

For long-stemmed bathing beauties, this "Embroidered Magic" suit is the answer. Especially suited for the tall girl, this magic length design adjusts to a six-inch additional length. Toni models it in brown elasticized bengaline with white embroidery at the bustline for high fashion. $17.95.

For the glamor-conscious girl: "Curtain Call," a black nylon-laton taffeta suit with long slim torso, draped hipline and nylon net ruffling studded with rhinestones. Add a swishy black skirt and you're set for "moonlight and roses." $29.95.

SUMMER PREVIEW

Toni Gilman Models 1953 Beach Togs

Haw ta outwit the heat: Don these sail blue sharts tapped with red, white and blue striped weskit in tapsail fabric, sip a caal drink and relax in a shady spat. Sharts, $3.95; weskit, $4.95.

CHICAGO's TV weathermen, glowing with optimism, are predicting that summer heat waves will blow into the Windy City ere long. There's yet another sign of approaching summer —the blissful sighs of window-shopping women when they first glimpse the 1953 bathing suit displays.

TV's Toni Gilman, animated "Down You Go" panelist, peeked at these new styles created by swimsuit designer Rose Marie Reid and promptly decided they were all worth a try. She's pictured here in a variety of Miss Reid's 1953 seashore fashions, all of which stress a combination of glamor and utility. These suits are available in most department and specialty stores.

→

The Edwardian periad af history inspired this "Princess Haneybee" silhauette. In tapestry brocade, enhanced by a haneybee pattern, this swimsuit malds the figure inta haurglass prapartians. Featuring long slim badice and draped blaamers, this style is available in variatians af blue, green, yellow and pink. Price: $25.

↑

When dressing is a chare, a "Jumping Jacks" catton print autfit in red and blue an white background salves yaur prablem. The shartmaker, with white banded pique cuff at bra top and plastic patent leather belt, pinch hits far swimsuit or playsuit. Dirndl skirt with snug waistband makes it taps in style far luncheon ar shopping. Shartmaker, $12.95; skirt, $8.95.

JOHN OTT

From Greenbacks To Green Thumb

A BANKER with a green thumb obviously can't be happy confined to his vaults. The only green he sees there are greenbacks whose artificial coloring would leave any nature-lover shuddering. Much better to throw it all up and spend his time cultivating Nature's chlorophyll green.

John Ott is a former Chicago banker (20 years) who parlayed a green thumb into a profitable business, even taking it into TV. Each week Ott conducts gardening clinics via the visual medium on his show, "How Does Your Garden Grow?"

But Ott is best known for his time lapse studies which combine another of his hobbies—photography—with flower growing. Behind this unique experiment lie 26 years of labor, constant study and a laboratory developed over the years until it is now a horticulturist's paradise.

It took 19 years for Ott's hobby to reach its present stage. After mastering the technicalities of box and movie cameras, he began tinkering with time-lapse photography (recording on film of movements, growth or change over a long period so that the action unfolds on the screen in a matter of minutes.) This process makes it possible to view such phenomena as shoots pushing through the earth, buds bursting into bloom and development of leaves.

Since his early experiments, Ott has perfected his hobby by adding numerous gadgets (some are his own inventions) like automatic exposure timers, light and camera controls and watering systems.

When his hobby developed into a full-time occupation, John began showing motion pictures and lecturing and has organized a firm that now produces and distributes time-lapse films. More recently he has worked with Hollywood's Walt Disney in creating several nature films including the highly-regarded "Nature's Half-Acre." John also produced "Our Changing World," a movie that recorded growth and development of the earth from time's beginning. With his special cameras, he photographed the development of a cavity in a human tooth for a dental health film.

The lanky (6 ft. 4 in.) gardener spends most of his time away from TV in a maze of microscopes, cameras and plants in his basement studio. All processes are automatically controlled so that Ott needn't be there continually. But like a fond parent, John is in the studio at least once a night playing nursemaid to his mechanisms.

A native Winnetka son, he now has a spacious white home there which he shares with his wife, daughter Anne, 15, and son Henry, 5. And he's realized another ambition—his own movie studio to show his films.

John has a sense of humor, too. A quarter of a century ago, he devised a mechanism for his laboratory out of a kitchen clock. Today that clock, which does everything but keep the right time, is still part of his equipment. "When I'm finished with it," he drawls thoughtfully, "guess I'd better return it to the kitchen."

"How Does Your Garden Grow?" is seen at 1 p.m. Sundays on WNBQ.

Is There an *Inventor* in the House?

Host Don Bennett

A right nifty item, especially for travelers, is the All Cushion Inflatable Hanger invented by Mr. Adolph Reiter of Manhattan. You can hang your coat on it, use it as a pillow, or let your tot play with it to keep him quiet. All you have to do is blow it up. Deflated, it folds and fits in your pocket.

This patently desirable adjunct to civilization will soon be for sale in stores. Theoretically, though, it might have taken years to get where you could buy it if it weren't for a TV show called *The Big Idea*.

Each Monday from 8 to 8:30 p.m. over channel 9, *The Big Idea* provides inventors with a showcase in which to demonstrate their marketable inventions. After three months of existence, it has this record:

Out of 48 inventions shown, 22 have either been bought or are in final stages of negotiations. One Philadelphia inventor worked 10 years to perfect a fine new kind of cap for the collapsible tubes that toothpaste and shaving cream and so forth come in. You put this cap on the tube and then never have to remove it until the tube is all used up. The cap is self-sealing but opens up when you squeeze the tube.

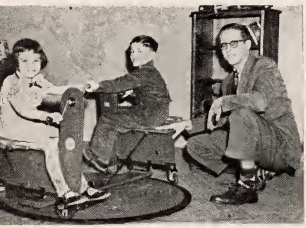
An inventor's answer to caddies: the "Kaddicart," shown above with its inventor, Lucien Flagg of Reading, Pa. The "Kaddicart" carries golf clubs, tees, balls, an umbrella and even a portable seat.

After being shown on *The Big Idea*, the cap was quickly sold to the nation's biggest tube-cap maker. The inventor's royalties will be about $10,000 in 1953, perhaps millions later.

Another idea that paid off because of this program came from a Salem, N. J., man. This is a chemically-treated Christmas-tree ornament that acts as an extinguisher if the tree catches fire. The Salemite will make an estimated $18,000 this year from it.

If you have an unmarketed invention you'd like to demonstrate on the air, host Don Bennett invites you to write to *The Big Idea*, G.P.O. Box 1492, New York 1, N. Y. It may be your chance for wealth & fame.

Bennett himself is working on two big ideas. "But I can't find time," he complains, "to finish my own inventions."

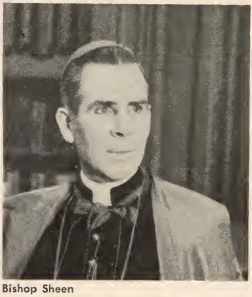


Distracted mothers were pleased with the "Whirlomobile," invention of Robert F. Drucker, Woodhaven, N.Y. The portable, collapsible merry-go-round is an energy outlet for active youngsters.

Show of the Month

As Selected by
the National Television Review Board

The National Television Review Board is an independent group of citizens who review and rate programs each month for the guidance of the American family and the TV industry.



Bishop Sheen

March Nomination:

LIFE IS WORTH LIVING

Telecast on the DuMont Network each Tuesday evening, this program was selected for "Contributing wholesome and outstanding entertainment, and advancing the standards of television programming for the entire industry."

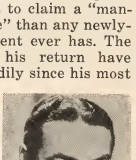
National Television Review Board

Mrs. Byron Harvey, Jr. — Mrs. Wilfred G. Maare, Sr.
Rev. Kenneth Hildebrand — Mrs. Frances Clow
Rabbi Philip L. Lipis — Mr. Samuel Culbertson II
Rev. Donald Mastersan — Judge David R. Mandell
Mr. George Jennings — Robert A. Kubicek
Mr. David Balkin — Miss Helen Mawer
Mr. Martin O'Shaughnessy (Secretary)

"Censorship Is Not The Way To Better Programs"

TV FORECAST
OF NEW SHOWS

AFTER A SIEGE of sponsoritis, likeable **Ted Mack** is finally returning to begin another series of his "Original Amateur Hour." Ted probably has more right to claim a "mandate from the people" than any newly-elected U. S. president ever has. The letters demanding his return have been coming in steadily since his most recent sponsor dropped the show.... Crooner **Eddie Fisher**, fresh out of the army, launches his own TV vehicle April 29. It'll be a twice-a-weeker. **Don Ameche** will serve as host.



MACK

The windup of the Palm Beach Golf Tournament will be telecast over the DuMont net on May 17. Already invited to appear are such aces as **Sam Snead, Byron Nelson, Julius Boros** and **Lloyd Mangrum.**... The soaring, melodic **Richard Strauss** opera "Der Rosenkavalier" will be presented in two parts (April 25 & May 2) on the NBC Television Opera Theater.

This Week's Highlights: Arthur Godfrey and all his famous little ones will make the plunge this Wednesday night. Arthur's swimming extravaganza (an off-shoot of his ice shows) will be telecast direct from the pool of Miami Beach's Kenilworth Hotel.... Baseball, of course, returns to TV with the telecasting of the Chicago city series over the weekend.... Always delighted **Jimmy Durante** again features Wagnerian soprano **Helen Traubel** as his guest on "All Star Revue." **Miss Traubel** and the **Schnoz** will "render" "Our Voices Were Meant For Each Other."... **Leopold ("Hands") Stokowski** will direct **Haydn's** whimsically amusing "Toy Symphony" on "Omnibus."

Apr. 10 Friday

2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Interviews
7 **"Phantom In The House"**
MOVIE—Drama of a man who went to prison for another's crime. Ricardo Cortez & Nancy Welford.

3:00 4 **Shopping With O'Reilly**—Tips
5 **Kate Smith Hour**—Variety
Teen-age panel forum with foreign exchange students, and John & June Belmont, musical comedy team.

3:45 9 **Tenth Inning**—Interviews

3:55 7 **News With Ulmer Turner**

4:00 4 **"Swing It Sailor"**
MOVIE—A sailor is bent on preventing his pal from leaving the Navy to get married and tries to disillusion him about women. Wallace Ford & Isabel Jewel.
5 **Hawkins Falls**—Serial Tale
Doctor Corey believes a new patient might lead to an old friend.
7 **Lucky 7 Ranch**—Western Film
9 **Trail Blazers' Theater**—Film
"Moon Over Montana."

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose And Friend**
The story of Noah's Ark, told by a little puppy dog, is Garfield's story for today.
5 **Howdy Doody Show**—Puppets

4:45 7 **Rootie Kazootie**—Puppet Fun

5:00 4 **Kids Karnival Kwiz**—Games
Fun & movies with Nateo, the clown
5 **Elmer, The Elephant**—For Kids
John Conrad has his hands full with the too well educated elephant
7 **Laugh Time**—Film Shorts
"Laurel & Hardy" film plus cartoon.
9 **Time For Beany**—Fun For Kids

5:15 9 **Junior Edition**—S. Fentress

5:30 4 **Silhouettes Of The West**—Chats
5 **Industry On Parade**—Film
Makers of heavy machinery manufacturing pre-fabricated homes, makers of oil seals, and a refrigerator company are featured, plus a film of good driving habits for teen-agers.
7 **Adv. Time With Bob Atcher**
"Three Musketeers," chapter 6.
9 **Robert Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest, Dr. W. C. Alverez of Mayo Clinic, author of "Danger Signals."
5 **Clifton Utley And The News**

6:00 4 **Bob Elson & Sports**—News
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**

AT LAST! A CHROME RESTORER THAT WORKS!

Amazing new 2-way chrome protector wipes away rust, pits, corrosion, in just 2 minutes! Stops rust from forming! Keeps chrome mirror-bright!

Now keep your bumpers, grillwork, window-frames, all chrome on your car sparkling bright as the day you bought it! Keep it rust-free for life! No matter how badly pitted or scarred, this sensational new 2-Way Chrome Protector wipes it Mirror-Bright, prevents new rust and corrosion from forming!

Complete Chrome Protector Kit containing: 1—Bottle of **RUST REMOVER** chemical with special applicator. Enough to remove all rust from car. 2—Can of **PROTECTOR** chrome rust preventer and applicator. Enough for years of safe protection.

ONE APPLICATION LASTS ENTIRE SEASON—gives you safe, foolproof protection against vicious biting erosions of **SALT AIR—SUN—RAIN—SLEET**—etc. **101 USES**—for fishing reels, boot trims, bicycles, sporting equipment, etc.
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Friday Apr. 10

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

6:00 9 **Captain Video**—Adventures

6:10 7 **Sports Highlights**—Jack Drees

6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel

6:20 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Those Two**—Comedy Skit
To compensate Pinky for not being able to go home, his friends throw a birthday party for him with lots of surprises.
7 **Stu Erwin**—Comedy Drama
"Jackie's Newspaper." When June entertains the membership committee chairman of a swank country club and his wife, the two women wear the same outfit for the occasion.
9 **First Edition**—Spencer Allen

6:45 4 **Perry Como Show**—Musical
Helen O'Connell and Bob Eberle sub
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data

7:00 4 **MAMA**—Domestic Comedy
When one of Katrin's classmates becomes engaged, Katrin decides she will, too.
5 **RCA VICTOR SHOW**—Musical
In his effort to discourage the beauty contest winner, Miss Mount Idy, who continues to pursue him, Dennis Day brings up his contract with Jack Benny which contains a "marriage clause."
7 **ADV. OF OZZIE & HARRIET**
A "Double Your Money Back" guarantee on a package mix gives Ricky food for thought and the rest of the family indigestion (see page 22).
9 **PATHWAYS OF THE WORLD**
"Duffers' Digest"

7:15 9 **CITY EDITOR**—Clem Lane
Stories behind the headlines.

7:30 4 **MY FRIEND IRMA**—Comedy
Irma and Jane try to help a violinist get into the Philharmonic Orchestra and as a result, Irma and Al hock a valuable "Stradivarius."
5 **WALT'S WORKSHOP**—Creative
Mr. Durbahn continues his series on remodeling an attic, and tonight discusses the panelling and trim around the windows.
7 **SUPERMAN**—Adventures
George Reeves as Clark Kent enlists the aid of a trained monkey to recover a secret atomic formula stolen by international thieves.
9 **Dark Of Night**—Drama
"On location" drama from ABC, Freight Forwarding Service, New York City.

8:00 4 **PLAYHOUSE OF STARS**—Drama
"The Mirror" with Victor Jory, Eve McVeagh & Ian MacDonald. Story of a successful man whose smug wall of self assurance crumbles in a crisis.
5 **BIG STORY**—Drama
Reporter C. D. Johnson of the *St. Paul Dispatch-Pioneer Press* uncovers a confidence game that is being perpetrated by an Iowa farmer.
7 **DEATH VALLEY DAYS**—Drama
"Bandits Of Panamint." Story of a pair of road agents and their sweethearts who help them go straight.
9 **LIFE BEGINS AT 80**—Quiz
Jack Barry moderates panel

8:30 4 **OUR MISS BROOKS**—Comedy
Eve Arden is faced with the dilemma of losing out on a date with Mr. Boynton, unless she can find a way out of presenting the annual English Achievement award to a student, in "The Yodar Kritch Award."
5 **ALDRICH FAMILY**—Comedy
Henry enters a baby picture contest in order to raise money to buy a jalopy.
7 **TALES OF TOMORROW**
"Homecoming." A young air force pilot who has been stranded in the Arctic for two years finds that he can live only in sub-zero temperatures. Stars Edith Fellows.
9 **WORLD IS YOURS**—Film
Plan your vacation by TV. See travel movies and hear vacation suggestions.

9:00 4 **MR. & MRS. NORTH**—Drama
"The Man Who Came To Murder." Pam and Jerry find a wedding certificate that reveals the motive for a homicide. Starring Barbara Britton (see page 11) and Richard Denning.
5 **CAVALCADE OF SPORTS**
Randy Sandy of New York, with 10 wins and 1 loss vs Willie Troy of New York, with 17 victories in 10-round middleweight bout. Jimmy Powers announces. (see page A-42)
7 **"NEW YEAR FOR MARGARET"**
Film drama starring Wanda Hendrix as a shy, somewhat unattractive young girl who manages to capture the love of the most popular boy in school.
9 **TWENTY QUESTIONS**—Quiz
Emcee Jay Jackson with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee and guest, Blanche Thebom.

9:30 4 **FAVORITE STORY**—Film Drama
Adolphe Menjou is featured.

Apr. 10 Friday

9:30 7 **I'M THE LAW**—Film Drama
A beautiful girl is found dead in an alley, in "Who Killed Evelyn?", starring George Raft as the detective.

9 **DOWN YOU GO**—Panel Quiz

9:45 5 **GREATEST FIGHTS OF CENTURY**
Joe Louis vs Nathan Mann, Feb. 23, 1938, from Madison Sq. Garden.

10:00 4 **VIC PERRY**—Man On The Street

5 **WEATHERMAN**—Clint Youle

7 **COURTESY HOUR**—Variety
Professional talent in a wide variety of acts with Jim Moran as host. *Sponsored by Courtesy Motors*

9 **"PAROLE, INC."**
MOVIE—A government investigator and the local police set out to expose the schemes of a group of criminals. Michael O'Shea, Turhan Bey, Evelyn Ankers.

10:10 5 **DORSEY CONNORS**—News Tips
Dorsey explains how milk cartons help you with your tomato plants and fresh fish.

10:15 4 **HARRINGTON ON SPORTS**

5 **CLIFTON UTLEY & THE NEWS**

10:25 4 **CHGO. WEATHER**—Russ Reed

10:30 4 **TO BE ANNOUNCED**

5 **LET'S LOOK AT SPORTS**—Events

10:45 4 **OUR SONG**—Danny O'Neil

5 **HERBIE MINTZ**—Musical

11:00 4 **KUP'S COLUMN**—Gossip

5 **"LONG VOYAGE HOME"**
MOVIE—Adventures of a group of seamen on a tramp steamer carrying ammunition to England during World War I. John Wayne, Thomas Mitchell, Barry Fitzgerald & Ian Hunter.

7 **NEWS WITH ULMER TURNER**

11:10 7 **"HOME TO DANGER"**
MOVIE—(1st showing) When a Girl's father dies leaving her his estate, her life is menaced by a mysterious stranger who will benefit by her death. Guy Rolfe & Rona Anderson. *Sponsored by Good Housekeeping Shops.*

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**

9 **NEWS**—Les Nichols Comments

11:45 9 **MOVIE**—Title to be announced

12:00 4 **"THOSE WE LOVE"**
MOVIE—A wife takes her small son and leaves her husband when she finds him with another woman. Mary Astor.

12:30 7 **WHAT'S NEW**—Current Events

1:40 4 **LATE WORLD NEWS**

(Stations reserve the right to change above listings without notice)

Coffee is just a bean

—but Stewarts Private Blend is an Art!

(7) WBKB—FRI. APR. 10—11 P.M.

First Run Film

GREAT HOLLYWOOD STORIES

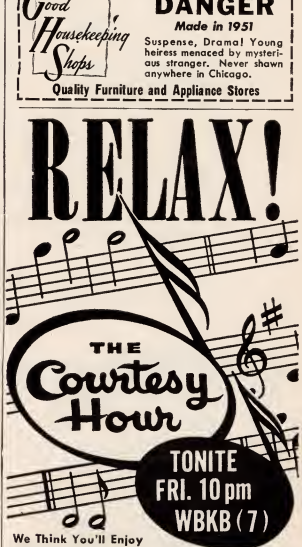
Sponsored by Good Housekeeping Shops

HOME TO DANGER

Made in 1951

Suspense, Drama! Young heiress menaced by mysterious stranger. Never shown anywhere in Chicago.

Quality Furniture and Appliance Stores



We Think You'll Enjoy This Hour of Star-Studded Entertainment Why Not Tune in Tonight?

Saturday Apr. 11

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

9:30 7 **"LAST OF THE CLINTONS"**
MOVIE—A detective sets out to break up a gang of rustlers. Harry Carey & Betty Mack.

10:00 4 **THERE'S ONE IN EVERY FAMILY**
Dean Miller is host to contestants

7 **SPACE PATROL**—Adventures
A space ship carrying microfilm is looted en route to Mars.

9 **KIDS' CAMERA CORNER**—Film

10:30 4 **SMILIN' ED'S GANG**—Stories

7 **SKY KING THEATER**—Western
Kirby Grant finds that learning the identity of a murderer is one thing, but bringing him to justice is another, in "Danger Point."

9 **KIDS & COMPANY**—Variety
Johnny Olsen salutes the "kid of the week," awards a plaque, & dramatizes the youngster's story

11:00 4 **BIG TOP**—Circus Fun
Jack Sterling presents the Rosettis, balancing act; Ferdinand the Bull; Laddie Lamont, musical comic; and Billy Barton, aerialist.

7 **BEULAH SHOW**—Comedy
Louise Beavers is featured

9 **TERRY AND THE PIRATES**

11:30 7 **"RIDING AVENGER"**
MOVIE—Western with Hoot Gibson.

9 **MORNING MOVIE TIME**—Film
"Gunsmoke" western.

12:00 4 **OPR. NEW HORIZONS**

7 **"ROGUE OF THE RIO GRANDE"**
MOVIE—A woman rancher devises a plan to run the hoodlums who are trying to take her ranch out of the country. Myrna Loy stars.

9 **"BORN TO SPEED"**
MOVIE—Son of an old-time racing driver teams up with his dad's old mechanic and pilots a resurrected racing auto formerly driven by his father. Johnny Sands & Terry Austin.

TV GRAND OPENING
WGN-TV, Channel 9
SAT. APRIL 11 — 1 HOUR
Right after the Ball Game
See JIM AMECHE
4 MODULATORS
JOE TERMINI & CO.
Featuring BETTY BRYAN
and KYLE KIMBROUGH
CITY & SUBURBAN HEATING
5434 So. Archer Ave. Chicago 38, Ill.

12:30 4 **"ONE THIRD OF A NATION"**
MOVIE—A young man inherits several tenements in the slums in which a tragic fire has taken place. Sylvia Sidney & Leif Erikson.

1:00 7 **"SWIFTY"**
MOVIE—Western with Hoot Gibson.

9 **BATTING PRACTICE**—Warm Up

1:10 9 **LEAD OFF MAN**—Interviews

1:25 9 **BASEBALL**—Sox vs Cubs
Jack Brickhouse and Harry Creighton announce game from Comiskey Park.

2:00 4 **NEW WESTERN THEATER**—Film

7 **"TRAIL'S END"**
MOVIE—Exciting western adventure.

2:30 4 **MOVIE**—Title To Be Announced

3:00 7 **"PECOS KID"**
MOVIE—Western adventure

3:30 5 **AMERICAN INVENTORY**
"Linnaeus." Story of an 18th century Swedish botanist, Carl von Linne, who made the dangerous trip to the wilds of Lapland, and who has contributed much to American industry.

3:45 9 **TENTH INNING**—Interviews

4:00 4 **CLASSIC THEATER**—Music
"Giovanni Della Bande Nere," part I.

5 **WESTERN ROUNDUP**—Film

7 **"TOLL OF THE DESERT"**
MOVIE—Western adventure film.

9 **SPECIAL GRAND OPENING**
Grand opening of the city & Suburban Heating Co., with Jim Ameche, the Four Modulators, the Great Yonely, Betty Bryan and Kyle Kimbrough.

5:00 4 **FARMTOWN U.S.A.**—Talks

5 **RELIGIOUS PUPPET FILM**
"Parable of the Lost Sheep."

7 **SATURDAY LAUGH TIME**—Film
"Laurel & Hardy" film & fairy tale

9 **"PRAIRIE BADMEN"**
MOVIE—A traveling medicine show is attacked by outlaws who learn of the proprietor's possession of a treasure map. Buster Crabbe, Al St. John & Patricia Knox.

5:15 5 **HOBBY TIME**—Bill Healion
Bill demonstrates the construction of a model 1914 Regal automobile.

5:30 4 **WEEKEND NEWS**—Report

5 **JET PILOT**—Aviation Show
Review of the primary principles of flight with Jerry Garvey, Cmdr. Robert Horder, and George Cisar

(Continued on Page A-18)

What's new in sports? √ check

"HARRINGTON ON SPORTS"

with John Harrington
Chicagoland's noted sports authority

MONDAY THRU FRIDAY AT 10:15 p.m.

Brought to you by the Oklahoma Oil Co.

Chicago's Showmanship Television Station

CBS IN CHICAGO

WBBM-TV 4

Saturday Apr. 11

WBBM-TV	WNBQ	WBKB	WGN-TV
4	5	7	9

5:30 7 ROOTIE KAZOOTIE—Puppets
Rootie and his friends search for a certain four-leaf clover which is supposed to be very lucky.

6:00 4 STORK CLUB—Interviews
Sherman Billingsley is host to celebrities

5 MR. WIZARD—Science Study
Don Herbert and Bruce Lindgren discuss "Heat Around the House."

7 PAUL WHITEMAN'S TEEN CLUB
Talent variety competition for teen agers with Nancy Lewis assisting "Pops."

9 INSP. MORLEY, SCOTLAND YD.
Patrick Barr clashes with the underworld in "Death At The Festival."

6:30 4 BEAT THE CLOCK—Games
Bud Collyer is host to contestants

5 MY HERO—Situation Comedy
"Arabian Nights." Trouble brews at the Thackery Realty when salesman Beanblossom receives an invitation to join a secret club and his boss does not.

Kyle MacDonnell, "Miss Television" of the nation, now topping the current "Parade of Stars" in the Palmer House Empire Room, has appeared in musicals, on her own TV show, and as a guest on many others. With her are The DeMattiazzis, Ventriloquist Skeets Minton, Bob De Voye and Betty Lorraine, with Claire Leonard and the Merriel Abbott Dancers. Another pair of TV favorites, monkeys Tippy and Cobina, are a special attraction—all with the music of Emil Coleman's Orchestra. —Adv.

6:30 7 WHAT'S YOUR BID?—Sales
"Liberal Bill" is the auctioneer with John Reed King as emcee, & a stack o^{c} gifts to be given away as well as bid for

9 HOMES FOR BETTER LIVING

6:45 9 SPORTS REVIEW—J. Brickhouse

7:00 4 JACKIE GLEASON SHOW
Guest: vocalist Johnny Desmond.

5 ALL STAR REVUE—Variety
Jimmy Durante with guests, Helen Traubel and Rose Marie. Jimmy is pressed into service as the opera star's music conductor, then joins her in singing "Our Voices Were Meant For Each Other." Other guests include singer Eddie Jackson, comic Candy Candido, Jack Roth and Jules Buffano.

7 "MISS POLLY"
MOVIE—Reformers in a small town try to clamp down on the romances and recreations of its young people. Zasu Pitts & Slim Summerville.

9 PATHWAYS OF THE WORLD
"Meet Your Federal Government."

7:15 9 CHRISTOPHER FILM SHORT
Religious discussion

7:30 9 THIS IS THE LIFE—Drama
Story of a pretty young working girl who shows a suave and sophisticated college man that he still has a few things to learn about life.

8:00 4 PFAFF STAR PLAYHOUSE

5 YOUR SHOW OF SHOWS
Sid Caesar & Imogene Coca with regulars Jack Russell, Judy Johnson, (see page 12) Hamilton Trio, Billy Williams Quartet, Carl Reiner, Howard Morris, Harry Snow and Marguerite Piazza. (see page 17)

7 BOXING BOUTS
Carmine Fiore of Brooklyn, with 36 wins, 13 losses and 5 draws vs Carmen Basilio, 26, of Syracuse, N.Y., with 32 victories, 10 defeats and 4 draws in 10 round welterweight bout from Memorial Auditorium in Syracuse. Bill Stern announces. (see page A-42)

9 YOUR SENATOR'S REPORT

8:15 9 PATHWAYS OF THE WORLD
"Target, Nevada."

8:30 4 MEET MILLIE—Comedy Skit
Situation comedy with Elena Verdugo

Apr. 11 Saturday

8:30 9 WRESTLING FROM MARIGOLD
Baron Arena vs Davy Funk; Billy Parks vs Bull Allen; Danno McDonald vs Billy Goelz; Joe Christie vs Mike Sepich. Double main event: Firpo Zbysko vs Pat O'Connor, and Ronny Etchison vs Benito Gardini.

9:00 4 QUIZ KIDS—Joe Kelly, Emcee
Panel: Sally Ann Wilhelm, 14; Billy Jacobson, 13; Harvey Dytch, 9; Melvin Miles, 9; and Janet Ahern, 7.

7 HEART OF THE CITY—Drama
Pat McVey and Jane Nigh star

9:30 4 IT'S NEWS TO ME—Panel Quiz
John Daly is host to panel: Anna Lee, John Henry Faulk, Nina Foch, & Quentin Reynolds

5 YOUR HIT PARADE—Musical
Seven top tunes of the week sung and enacted by Snooky Lanson, Dorothy Collins, June Valli, Russell Arms, the Hit Paraders and dancers, and Raymond Scott & his orchestra. Extras: dance number, "Zing Went The Strings Of My Heart," and "The Band Played On," sung by Snookie Lanson.

7 "MYSTERY BROADCAST"
MOVIE—A radio mystery writer gets involved with real murderers. Frank Albertson & Ruth Terry.

10:00 4 "WRECKING CREW"
MOVIE—Two rival wreckers unite when sabotage is threatened. Richard Arlen, Chester Morris & Jean Parker.

5 GRAND MARQUEE—Movie

11:00 7 SOMETHING NEW

9 MOVIE—Title To Be Announced

11:10 4 LATE WORLD NEWS

7 "THE BROTHERS"
MOVIE—The arrival of a beautiful orphan girl on a remote Scottish isle aggravates a bitter clan feud. Patricia Roc, Will Fyffe & Finlay Currie.

11:25 4 HUTCHINSON WAX

11:30 5 FACES IN THE WINDOW
Ken Nordine narrates mystery thriller titled "Rats In The Walls," concerning a young man who returns to his ancestral home and discovers evidence that his forebears practiced cannibalism.

11:35 4 "A PARISIAN ROMANCE"
MOVIE—Starring Gilbert Roland.

12:30 7 COMEDY CAMEO—Film Short

9 NEWS—Up-To-The-Minute Data

(Stations reserve the right to change above listings without notice)

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CA pitol 7-5315
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Present this ad for FREE DELIVERY
A Full Half of CHICKEN Fried to a Golden Brown
• FRENCH FRIES • Bun
• COLE SLAW • BIT OF HONEY
$1.10

Sunday Apr. 12

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

9:00 4 LAMP UNTO MY FEET
Dr. John Sutherland Bonnell of the Fifth Ave. Presbyterian Church discusses with moderator Dr. Lyman Bryson the Biblical quote from John, "That you love one another even as I have loved you." Arnold Moss and Abby Lewis are featured in dramatic playlet.

9:30 5 THE PULPIT—Religious Talk
Dr. Carl Winters of the First Baptist Church in Oak Park speaks on "Life's Giant Power."

7 SADDLE & SAGE—Western
"Ghost Town."

9:45 5 WHAT'S YOUR TROUBLE—Talk
Dr. Norman Vincent Peale and his wife discuss various topics

9 MORNING MOVIE TIME—Film
"Birds Of The Seashore."

10:00 4 "FUGITIVE VALLEY"
MOVIE—Adventures of a pair of jailbirds and the girl leader of a band of hi-jackers. Ray Corrigan, John King & Max Terhune.

5 SUN. FUNNIES—John Conrad

9 "KELLY OF THE SECRET SERVICE"
MOVIE—Story of the rise and fall of a man who, for a time, holds the fate of the world in his hand. Lloyd Hughes & Sheila Mannors.

10:15 5 MAGIC CLOWN—Kids' Variety

10:30 5 "SWEETHEARTS OF THE U.S.A."
MOVIE—Plot deals with the dream of a woman defense worker after she knocks herself out demonstrating to her foreman what's wrong with the machine she's working on. Una Merkel, Parkyakarkus & Donald Novis.

11:00 7 TOOTSIE HIPPODROME
Guest, Al Frabell, low wire acrobat with the Ringling Brothers Circus.

11:30 4 CANDY CARNIVAL—Variety
Gene Crane emcees kids' fun

5 LIVE AND LEARN—Discussion

7 FAITH FOR TODAY—Religious
Rev. W. A. Fagel conducts.

9 CAPTAIN MIDNIGHT—Drama
"Hawk Of The Wilderness," part 4.

12:00 4 ULMER TURNER AND THE NEWS

5 YOUTH WANTS TO KNOW
Teen-agers quiz guest, Konrad Adenauer, chancellor of West Germany.

7 HEART OF THE CITY—Drama
Pat McVey & Jane Nigh.

9 "TRAILS OF THE WILD"
MOVIE—A Northwest Mounted policeman sets out after kidnappers and the murderers of his friend. Kermit Maynard & Monte Blue.

12:30 4 TV GARDEN CLUB
James H. Burdett discusses sewing and feeding your vegetable garden.

5 FRONTIERS OF FAITH—Talks

7 AMATEUR HOUR—Talent
(Tentative) Bob Murphy emcee.

1:00 4 "MR. BOGGS STEPS OUT"
MOVIE—A statistician enters a bean-guessing contest. Stuart Erwin & Helen Chandler.

5 HOW DOES YOUR GARDEN GROW?—Discussion & Movies
John Ott will tip-toe through trilliums, huddle with hepaticas and focus on crocus, and tell where to look for them on your walks through the woods. (see page A-6)

9 BATTING PRACTICE—Warm Up

1:10 9 LEAD OFF MAN—Interviews

1:25 9 BASEBALL—Sox vs Cubs
Jack Brickhouse and Harry Creighton announce game from Wrigley Field.

1:30 5 AMERICAN FORUM OF THE AIR

7 WILD BILL HICKOK—Western
Guy Madison and Andy Devine in "Jingles Becomes a Baby Sitter."

2:00 5 RANGE RIDER—Western Drama
A package of tea, a series of paintings and a South American knife offer clues to the "Rustler's Range," starring Jack Mahoney & Dick West.

7 CISCO KID—Western Movie
Duncan Renaldo and Leo Carillo

9 "SHEP COMES HOME"
MOVIE—To avoid being separated from his dog, an orphan boy runs away and becomes involved in a murder. Robert Lowery, Billy Kimbley & Martin Garralaga.

2:30 4 BUSTER CRABBE SHOW
Western Adventure tale

5 CITY DESK—Discussion
Chicago's problems debated with Len O'Connor as moderator

7 ADVENTURES OF KIT CARSON
Bill Williams is featured as Kit, in "Mojave Desperadoes."

3:00 4 GREAT WESTERN THRILLER
Starring Bob Steele in western

5 KUKLA, FRAN, AND OLLIE
Burr Tillstrom, puppeteer, with Fran Allison and the Kuklapolitans

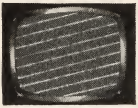
7 HOPALONG CASSIDY—Tale
Bill Boyd is featured as "Hoppy" in "Silent Conflict."

(Continued on Page A-22)

CAN YOU FIND YOUR TV TROUBLE AMONG THESE SAMPLE "TROUBLE-FINDER" TEST PATTERNS?

Ghosts

Snow


Diagonal lines

Rolling picture

Jumpy

Horizontal distortion

Sound, but no picture

Blurred

TV OWNER'S REPAIR BOOK'S Unique New "PICTURE-COMPARISON METHOD"

ENABLES YOU TO

IDENTIFY TV TROUBLE SYMPTOMS QUICKLY and then TELLS YOU EXACTLY HOW TO MAKE THE NECESSARY ADJUSTMENTS or REPAIRS

1. Just flip the pages of this unique TV repair book—until you find the picture which matches the faulty screen picture on your set.

2. Underneath the picture is information as to the probable cause of this particular trouble and the page to turn to.

3. Then you turn to the page which tells and shows you exactly what to do to correct this fault—whether it be a simple adjustment, replacing a defective tube or part, or a simple fix-it job. **That's all there is to it!!**

At last a book has been written which makes it easy as pie for the average TV Set owner himself to make his adjustments and repairs when his set develops trouble. This new, unique "PICTURE COMPARISON METHOD" enables you to quickly spot your TV set trouble **symptoms**—and the **causes**—and the **cures!**

It has been impossible, of course, to list in an ad all the possible troubles of a TV set. THE BOOK HAS THEM ALL—simple for you to spot and with instructions making it just as simple for you to fix!

Takes The Mystery Out Of TV Repairs

Now if your picture flickers or jumps, or becomes distorted or dissolves into lines or zags, or is murky or dim—a flick of the finger to the right page SHOWS YOU EXACTLY WHAT CONTROL KNOB TO TURN TO CORRECT THE TROUBLE IN LESS THAN ONE MINUTE! From now on, every time you're annoyed by "ghosts", "snow" or weak channel reception—the TV OWNER'S BOOK shows you how to effect a quick 15 minute repair job that eliminates the fault and restores the set to perfect, movie-clear reception. And the same with almost every other fault or defect. You will be able to correct it fast and good.

It has been estimated that 1 out of every 3 TV faults is caused by a weak or burnt out tube. Just by replacing a tube you can correct fully 33-1/3% of the troubles that may develop in a set. The TV OWNER'S BOOK shows you how to safely locate and change the bad tube in less than 5 minutes.

You Can Save $5 to $100 on Repairs By Doing Them Yourself — Never Before Such A Complete Authoritative Book For So Little Money!

It has a special section of TUBE LAYOUT DIAGRAMS—for all popular sets. If it's a tube at fault, you find the diagram for your set, find the location of the tube and replace easily and quickly. Even contains a listing of fair retail prices for tubes (also for picture tubes); by the way, prices range from $1.10 for a 5Y3GT tube to $6.60 for a 6CD6G tube.

There is a chapter devoted just to elimination of interference. Tells you what "interference" is, describes and illustrates the interference symptoms or patterns, and gives you six easy ways to eliminate interference doing it yourself in a few minutes. THIS BOOK IS REALLY COMPLETE—and a value such as never offered before in a book of this kind.

An Amazing Bargain
Actual Size 6 x 9
160 Pages
Over 300 Illustrations And How To Do It Pictures
$1
UNCONDITIONAL MONEY BACK GUARANTEE

PARTIAL CONTENTS

PICTURE COMPARISON GALLERY OF TV TROUBLES—Photographs and descriptions of most common TV troubles for set owner to use in identifying trouble—Listing of causes of these troubles—complete guidance on how to repair these troubles.

GETTING ACQUAINTED WITH YOUR TV SET—How the Set Is Put Together—Understanding the Controls—How To Operate Your Set.

HOW A TV SET WORKS—What a TV set looks like under the hood—What Actually Happens in the Sending and Receiving of Pictures.

THE ANTENNA—How an Antenna Works—Built-in, Indoor, Window and Outdoor Antenna Types—Antenna Types: Folded Dipoles, Yagis, Stacked Arrays, Conicals, etc.—Making a typical Installation—Orienting an Antenna—Eliminating Ghosts—Fringe Area Installations.

HOW TO CURE FAULTS IN THE SET ITSELF—Why Tubes Fail—How Tubes are Constructed—Classification of Tubes According to Type Construction, Usage, etc.—How to Spot Tube Troubles and How to Locate the Bad Tube—Removing and Replacing Tubes.

TUBE LAYOUT CHARTS AND TROUBLE-SHOOTING DATA—Tube layout diagrams for all the popular make sets. Tube Prices.

INTERFERENCE—What the Various Types of Interference Are—What They Look Like on the Screen—Where They Come From—How They Can Be Eliminated.

TELEVISION ACCESSORIES—Boosters—Antenna Rorators—Interference Traps—Glare Filters—Antenna Couplers, etc.

SEND NO MONEY unless you wish

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Please send me the TV OWNER'S SELF-REPAIR BOOK immediately. I agree to pay postman on arrival $1.00 plus C.O.D. postage. If the book does not help me get a clearer, sharper, better defined picture than I am now getting—if the book doesn't make it possible for me to fix or repair my own set, if I am not 100% satisfied, I may return book for my full money back.

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KENT BOOK COMPANY, Dept. TM41 80 East 11th Street, N. Y. 3, N. Y.

Sunday Apr. 12

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

3:30 4 OMNIBUS—Variety 'Til 5:00
Leopold Stokowski conducts "The Toy Symphony," by Haydn; humorous composition which includes instrumentation for about seven toy instruments. "The Young Person's Guide To The Orchestra," by Benjamin Britten. Repeat performance of British suspense film, "The Stranger Left No Card." "The World We Live In," Omnibus looks at the Life Magazine series, particularly the one called "The Face Of The Land."

5 ZOOPARADE—About Animals
R. Marlin Perkins shows early American animals such as the Turkey, the Buffalo and the Opossum.

7 BOB ATCHER SHOW—Kids Fun
Puppet Sammy Squirrel helps Bob with the chores

3:45 9 TENTH INNING—Interviews

4:00 5 HALL OF FAME—Drama
"Skipper of the Sky" by Robert Nathan Pollack. Story of Nathaniel Bowditch, expert in celestial navigation, who helped make America one of the great powers of the sea.

7 SUPER CIRCUS—Big Top Fun
Fred Kasper subs for Claude Kirchner and presents Nia Yu on the tight wire; in the Menagerie, Bernie Hoffman with a South American porcupine and a tamandua, odd anteater; the Hanel Troupe in low bar casting act; Miss Fay Benson on the web and trapeze; Mary and the band do "Raggin' the Scale"; Cliffy, Scampy, Nicky and Mary Hartline in "The Well Dressed Man"; Hawthorne's elephant "Jessie," a donkey, and pigmy chimp "Tonga."

9 "FOR THOSE IN PERIL"
MOVIE—A young man in the Air Sea Rescue service is bored with inactivity until he is sent out on a rescue mission for a drowned pilot and lands in an enemy mine field. David Farrar & Ralph Michael.

4:30 5 SIGHTSEEING WITH SWAYZES
John Cameron Swayze, his wife Tuffie, and their children Suzanne and John Jr. tell interesting things about various locales.

4:45 5 WINDOW ON WASHINGTON
Bill Henry with the news

5:00 4 YOU ARE THERE—History
The impeachment of President Andrew Jackson on May 26, 1868.

5 MEET THE PRESS—Discussion

7 MAGIC—Feats Of Trickery
Emcee magician Don Alan presents guest

9 FAMOUS PLAYHOUSE—Film
"Juvenile Genius"

5:30 4 SEE IT NOW—News Films
Edward R. Murrow's documentary of important events of week

5 ROY ROGERS SHOW—Drama
Small ranchers of Paradise Valley are plagued by black marketeers using motorized hit-and-run rustling methods.

7 LILLI PALMER SHOW—Chats
Guest, Irja Jensen.

9 "HOW DO YOU DO"
MOVIE—Two radio comics go to a vacation resort, one to evade his jealous wife, and the other to escape the attentions of a comedienne. Bert Gordon, Harry Von Zell, Cheryl Walker & Ella Mae Morse.

5:45 7 WALTER WINCHELL—Com'ents

6:00 4 GENE AUTRY SHOW—Western
"Lost Chance." Gene befriends a Mexican boy and finds himself combatting a gang of renegades who are after a legendary gold mine.

5 RED SKELTON SHOW—Comedy

7 YOU ASKED FOR IT—Requests
Art Baker presents Arthur Earle, the "human eel," who slips through a keyhole four and a half inches at its narrowest point; an electronic machine matches wits with a human; the world's smallest marionette theater; and Wally Jay, the human rock crusher. (see page 14)

6:30 4 PRIVATE SECRETARY—Comedy
By skillful maneuvering, Susie gets the author of a best seller to sign an exclusive contract with her boss.

5 MISTER PEEPERS—Comedy
Wally Cox as faculty advisor of the school newspaper, defends freedom of the press.

7 WHAT'S THE ANSWER—Quiz
Mal Bellairs asks the questions

7:00 4 TOAST OF THE TOWN—Variety
Ed Sullivan presents Jane Powell in a scene from "Small Town Girl"; Rex Harrison and Lilli Palmer; Billy De Wolfe, Billy Ward's Dominoes, singing and instrumental quartet, University of Michigan Glee Club, and the Gae Foster Toastettes.

5 COMEDY HOUR—Variety Show
Eddie Cantor with guests, Gloria Grahame, Will Mastin Trio with Sammy Davis, and Harry Kari, Japanese singing comedian.

7 ALL-STAR NEWS—Events

9 FAITH OF OUR FATHERS—Talk
First Congregational Church, Dr. George Ogden Kirk officiating

7:30 9 BIG PICTURE—Korean Film

8:00 4 FRED WARING—Musical Show
Guest, soprano Valerie Lamoree sings "Valse" from "Romeo and Juliet"; Joe Marine sings "Hush-a-Bye"; Leonard Kranendonk does "I Believe"; Gordon Goodman offers "Wayfarin' Stranger"; and Frank Davis does "Shadrach."

5 TV PLAYHOUSE—Drama
Dane Clark stars in "The Recluse," with Constance Ford. Decision of an ex-champ not to throw a fight comes too late.

7 MARCH OF TIME—Film
Westbrook Van Voorhis.

9 ROCKY KING—Roscoe Karns
"Ordeal By Fire." A chemist, his wife, a night watchman, and the owner of a chemical laboratory are all involved in murder and arson.

8:30 4 TIME TO SMILE—Variety
Starring Alan Young as a fumbling young man involved in comic situations, with Dawn Addams as his girlfriend.

7 DANGEROUS ASSIGNMENT
Brian Donlevy as agent Steve Mitchell in "The Stolen Letter Story."

9 PLAINCLOTHESMAN—Drama
"The Incriminating Glove." Ken Lynch and Jack Orrison question the owner, bookkeeper and dancer at a gambling house while searching for the murderer of an underworld character who held an I.O.U. for a huge sum of money.

9:00 4 THE WEB—Mystery Drama
"The Boy In The Front Row." Two sisters are living in a lonely mountain lodge with a desperate killer at large in the immediate vicinity. Stars Mildred Dunnock, James Lipton & Jane Seymour.

5 THE DOCTOR—Film Drama
"Friend Of The Family." Story involves the emotional troubles of the embittered daughter of a once famous poetess. Stars Murray Hamilton, Ramonda Orselli & Allen Nourse.

7 BILLY GRAHAM—Religious

9 ARTHUR MURRAY PARTY
Hostess Kathryn Murray presents musical comedian Ken Whitmer and singer Dorothy Sarnoff.

9:15 7 QUEST FOR SERENITY—Talk
Dr. Kenneth Hildebrand speaks

9:30 4 WHAT'S MY LINE?—Quiz
John Daly moderates panel: Dorothy Kilgallen, Bennett Cerf (see page 16), Arlene Francis and Steve Allen.

9:30 5 VICTORY AT SEA—Film Drama
"The Return Of The Allies" depicts the savage ground fighting for Luzon, principal Philippine island. Official U.S. Navy combat and captured Japanese films are used.

7 BOTH SIDES—Discussion
"Should Rent Control Be Continued?," discussed by Rep. Barett O'Hara, affirmative (D., Ill.), Charles Oakman, negative (R., Mich.) and moderator Quincy Howe.

9 JACKSON AND JILL—Film
Helen Chapman & Todd Karnes in a situation comedy based on the gambits & misadventures of a pair of lovebirds, titled "It's A Deal."

10:00 4 FILES OF JEFF JONES
Don Haggerty in "Be My Alibi" or depending on the previous Saturday's game *BLACKHAWK HOCKEY*.

5 WEATHERMAN—Clint Youle
General description of the day's climate and what to expect this week

7 PAUL HARVEY NEWS

9 "WESTERN PACIFIC AGENT"
MOVIE—(1st showing) Melodrama dealing with a vicious young man whose career of robbery and murder is ended only after he has shot his own father. Kent Taylor, Sheila Ryan & Mickey Knox.
Sponsored by Courtesy Motors

10:10 5 DORSEY CONNORS—Ideas
Dorsey discusses "travel tips."

10:15 5 ALEX DREIER—News Report
Late data on current events

7 OUT OF THE WORLD—Talk
Adult science program with John Sternig

10:30 4 "THE CRYSTAL BALL"
MOVIE—Winner of a beauty contest arrives in New York and consults a crystal gazer about her future. When the gazer falls ill, girl takes her place. Paulette Goddard, Ray Milland & Virginia Field.

5 SPORTS STAR TIME—News
Tom Duggan discusses events

7 WRESTLING FROM RINGSIDE
Dick Raines vs Mr. Moto on film.

11:00 5 "WHERE ARE YOUR CHILDREN"
MOVIE—Pair of young lovers, too free of parental care, become involved in a murder. Jackie Cooper, Gale Storm & Patricia Morison.

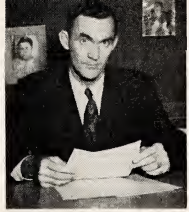
11:30 9 NEWS—Lee Nichols Comments

11:45 9 HEALTH AIDS—Commercial

(Stations reserve the right to change above listings without notice)

the JACK DREES comet

A STAR IS BORN



LAST month, when WBKB carried the Illinois state high school basketball championship, the event was covered by one of the hottest sportscasters around. His name was Jack Drees and his play-calling on the speed-burning high school games was practically impeccable. He communicated all the excitement of the event, yet didn't burst into hysteria. And there was no question—he knew his sports.

As Sports Director at WBKB, Drees has taken over all the special sports broadcasts on the station, has a sports-news show of his own, and covers "Boxing from Rainbo" every Monday night.

Calling the fights from Rainbo, Jack has shown a remarkable ability to let the fights tell their own story. He's quick on the trigger and by inserting commentary only where it's needed has heightened the fight action.

Apparently some people besides Chicagoans have been watching. From Pabst Blue Ribbon comes word that starting on April 15, Jack Drees will be the regular announcer on the Wednesday night fights over the entire CBS network. He will continue on the job throughout the summer until September when Russ Hodges returns. This is the same job that Steve Ellis handled last year and could be the spur that pushes Jack up among the select company of the nation's top sportscasters.

It comes as no surprise that Jack knows what he's talking about when he's talking about sports. If you can remember back to 1934, you'll probably recall a flashy center on the Austin High School basketball team whose expert play won him all city honors and a "ride" to the U. of Iowa.

At Iowa, Jack was first string center for three years, at a time when it was almost a tradition that only seniors could be first stringers. While at school, he also broadcast over the University station WSUI. After graduation he joined WJJD in Chicago where he handled baseball, football, basketball and horse racing.

Jack's budding career was temporarily nipped when he went into the Navy in 1943 as a gunnery officer in the armed guard. He was in for 33 months, 30 of them overseas. While on sea duty, he once did a broadcast of boxing matches on his ship with the gun crews on duty listening to him over their battle phones.

After the war, Jack's big break was a network horse racing show from Arlington Park on which he split the announcing chores with a famous "inventor" named Don Ameche. From there he went to WENR-TV (now WBKB), where his distinguished work won him the twin plums of the High School tournament and the Daily News Relays.

Jack lives in Edgebrook, just northwest of Chicago with his wife and their two sons who, according to Jack, are both already authorities on sports. It all stems from his theory that television is improving the caliber of sports competition. "The youngsters pick up every movement of the professionals. They're watching the experts, and are learning much faster by imitating them." Judging from the sudden rise of Jack Drees, television is improving the caliber of its sportscasters too.

Jack Drees can be heard on Boxing from Rainbo, Mon. at 9 p.m. on channel 7 (WBKB) and on various other channel 7 sport shows.

After many tentative starts, "The Life of Riley" has finally converted to TV from radio. A few years back Jackie Gleason played the part briefly on TV, but the role really was written for William Bendix, seen here with Marjorie Reynolds, Lugene Sanders and Wesley Morgan.

BRASS, BARNS & TEN ACRES

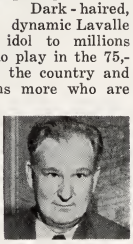
By WM. A. QUE

RATHER UNUSUAL, but practical is Paul Lavalle's contribution to the good neighbor policy. Paul, who conducts the Cities Service Band of America Mondays at 8:30 P.M., has a barn set in the middle of ten acres of ground. Here he does all his practicing and composing.

LAVALLE

Dark-haired, dynamic Lavalle has become an idol to millions of Americans who play in the 75,000 bands across the country and to untold millions more who are stimulated by the tingling rhythm of woodwinds, percussion and brass.

And if you live next door to an aspiring musician, let's hope he takes a tip from Lavalle and rents a barn in the middle of ten acres!



MITCHELL

Recently, Paul aired his 1,350th program, which also marked the 26th anniversary of the sponsor—Cities Service—the oldest, continuously sponsored network program on the radio.

ANOTHER FELLOW who's doing some work in the middle of ten acres or so, is that lovable guy, **Everett Mitchell**, farm commentator of the **National Farm & Home Hour** (WMAQ, Saturdays, 12:00 Noon).

Temporarily Everett has abandoned the barns and farms of the U.S.A. for a globe-circling trip to study foreign agriculture. About now, Mitch is good neighboring in Pakistan. "It's a small world," says Ev.

—Adv.—

Monday Apr. 13

6:45 5 **Town & Farm**—Discussions
7:00 5 **Today**—News & Commentary
9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—For Kids
9 **Your Figure Ladies**—Exercises
Paul Fogarty demonstrates exercises for the bust.
9:30 5 **Animal Playtime**—Kids' Fun
9 **Clete Roberts World Report**
9:45 7 **INS Newsreel**—Film Report
9 **Earl Nightingale Program**
10:00 4 **News At Ten**—Commentary
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
Beulah's guests are Ukranians, who make their own decorated, light bread.
9 **A To Z Of Cookery**—Recipes
"Bright and Shining."
10:05 4 **There's One In Every Family**
10:30 4 **Strike It Rich**—Quiz Game
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
10:50 7 **Your Weather**—Wayne Griffin
10:55 7 **News With Ulmer Turner**
11:00 4 **"Murder In Reverse"**
MOVIE—A man is sentenced to prison for 15 years for a murder that never happened. William Hartnell, Jimmy Hanley & John Slater.
5 **Creative Cookery**—F. Pope
Spanish style chicken with rice Swiss mushroom asparagus omelet.
7 **Bob & Kay Show**—Variety
9 **Bride & Groom**—John Nelson
11:15 9 **Love Of Life**—Continued Tale
Van learns about Alex Crown's past.
11:30 7 **Breakfast With Danny O'Neil**
9 **Search For Tomorrow**—Drama
Irene's phone call to Jim Wilcox may bring disastrous results to Joanne.
11:45 9 **Guiding Light**—Serial Story
Dr. Keeler tells Joe that Kathy seems much improved and happier.
11:55 7 **News With Ulmer Turner**
12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—John Coons
7 **Happy Pirates**—Kids' Fun
9 **Hi Ladies**—Jack Payne MC
Guest, Larry Larom, dude rancher.
12:25 4 **Midday News**—Late Report
12:30 4 **Garry Moore Show**—Variety
Comedy sketch, "Super Salesman"; song production, "Everyone Knew But Me," sung by Denise Lor; and "Paradise" with Ken Carson.
5 **Film Short**
7 **Time For Fun**—Nick Francis
12:45 9 **News Of The Day**—S. Allen

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

12:55 5 **News Report**—Late Information
7 **News With Ulmer Turner**
1:00 4 **Double Or Nothing**—Quiz
5 **"Great God Gold"**
MOVIE—Story of a man who worshipped gold and betrayed his friends for it till the girl he loved exposed him. Sidney Blackmer, Martha Sleeper & Regis Toomey.
7 **All About Baby**—Ruth Crowley
9 **Sewing Circle**—Tips
Discussion on "a lining."
1:15 7 **"It's That Man Again"**
MOVIE—Comedy built around the efforts of a dramatic school to realize its purpose of a theater and performance of a play. Tom Handley, Sidney Keith & Greta Gynt.
1:30 4 **Art Linkletter's House Party**
"What's In The House?" game.
9 **Magic Carpet**—Film Short
2:00 4 **Big Pay Off**—Quiz Show
Randy Merriman & Bess Myerson
(see page 12)
5 **Break the Bank**—Quiz Game
9 **Paul Dixon Show**—Variety
2:25 7 **News With Ulmer Turner**
2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 **"Broken Melody"**
MOVIE—Story of a convict who escapes from Devil's Island and of the epic story he wrote about the place. Merle Oberon, John Garrick & Margot Graham.
3:00 4 **Shopping With O'Reilly**
5 **Kate Smith Hour**—Variety
The Woodside Sisters, singing trio; dramatic sketch starring Miriam Hopkins; "Cracker Barrel" interview; and Aline Dalton, story princess.
9 **"Hard Guy"**
MOVIE—A young girl falls in love with the ex-governor's son. Jack LaRue, Mary Healy & Kane Richmond.
3:15 4 **"Here's Flash Casey"**
MOVIE—Story of a photographer and how he gets to the top of his business. Eric Linden & Boots Malloy.
3:55 7 **News With Ulmer Turner**
4:00 5 **Hawkins Falls**—Drama
7 **Lucky 7 Ranch**—Western Film
"Fighting Valley."
9 **Trail Blazers' Theater**—Film
"Raiders Of The South."
4:15 5 **Gabby Hayes Show**—Tall Tales
Western fun, kids see page A-44.
4:30 4 **Garfield Goose & Friend**
Garfield receives an award from the Girl Scouts of America.
5 **Howdy Doody Show**—Puppet

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CHANNEL 7
WBKB

Monday Apr. 13

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Fantasy
7 **Laugh Time**—Film Shorts
"Charlie Chase" film plus cartoon.
9 **Time For Beany**—Puppet Fun

5:15 9 **Junior Edition**—News Show

5:30 4 **Silhouettes Of The West**—Talks
5 **Industry On Parade**—Film
7 **Adv. Time With Bob Atcher**
"Three Musketeers," chapter 7.
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest, Elizabeth Whitney, interior designer.
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
The Galaxy makes a crash landing.

6:10 7 **Sports Highlights**—Jack Drees

6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Those Two**—Comedy Skits
Pinky tells his mother that he is editor of the paper.
7 **Hollywood Screen Test**—Drama
Fifth anniversary show, starring Charles Coburn with Barbara Lyon, daughter of Ben Lyon, and Bebe Daniels, making their TV debut. "The Element of Surprise." A young girl searches for adventure, excitement and surprise in love.
9 **First Edition**—Spencer Allen

6:45 4 **Perry Como Show**—Musical
Como sings "Pretend" and "You'll Never Walk Alone"; Como and Fontanes sing "Tell Me A Story"; Fontanes sing "Never Smile At A Crocodile."
5 **News Caravan**—Swayze
9 **Chicagoland Newsreel**

7:00 4 **BURNS & ALLEN**—Comedy
Blanche buys a mink stole but wants to keep it a secret from her husband, so she asks Gracie to hide it.
5 **PAUL WINCHELL SHOW**
Variety with dancers Diane Sinclair & Ken Spaulding.
7 **HOMICIDE SQUAD**—Mystery
9 **HOW'S YOUR HEALTH?**—Talks
"Physiology of Digestion," is discussed by Arthur J. Atkinson, ass't. professor of medicine, Northwestern Univ. Medical School.

7:30 4 **GODFREY'S TALENT SCOUTS**
5 **VOICE OF FIRESTONE**—Music
Guest soloist, Rise Stevens, sings the aria "Mon Coeur S'Ouvre a Ta Voix" from "Samson & Delilah," "Songs My Mother Taught Me," by Dvorak, "Say Not Love Is A Dream" and "Onward Christian Soldiers." Orchestra does the Bacchanale from "Samson & Delilah," and the finale from the Fourth Symphony by Tchaikovsky; chorus and orchestra do "Can't Help Singing" by Kern.
7 **"MR. EMANUEL"**
MOVIE—Story of an amiable old gentleman who spent his life in the ghetto of Manchester. Felix Aylmer, Greta Gynt & Walter Rilla.
9 **JOHNS HOPKINS REVIEW**
"News From The Sky," continuing the series on "An Englishman Looks At Science In America." How American scientists gain vital information from the atmosphere far above the earth. A film taken 76 miles above the earth will be presented.

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8:00 4 **I LOVE LUCY**—Comedy Drama
Ricky's refusal to allow Lucy in his night club show prompts her to feign frustration and breakdown symptoms to win him over.

5 **EYE WITNESS**—Drama
"Dilemma," starring Lee Bowman. The wife of an actor finds herself in a dilemma when she is confronted by the husband she thought she had murdered.

9 **BIG IDEA**—New Inventions
Inventions to be demonstrated include a household doughnut maker, an electric broiler, a folding smoking pipe and a huge garbage disposal unit.

8:30 4 **RED BUTTONS SHOW**—Antics
Comedy with Pat Carroll, Joe Silver, Allan Walker, Beverly Dennis.

5 **ROBERT MONTGOMERY**
"The Glass Cage," with Lee Bowman, Marilyn Erskine. A man lives in a world of facts and figures until he discovers that there is more to life.

7 **BOXING FROM RAINBO**
Norman Webb, 22, of Chicago, with 11 wins and 3 losses vs Guiseppe Sabatini, 23, from Italy in 8 round bout.
Jack Drees announces. (see page A-24) Keep round-by-round score with Ed Pazdur of *TV GUIDE*.

9 **BOXING—EASTERN PKWY.**
Floyd Patterson with 5 victories vs Dick Wagner with 31 victories, 14 losses and 4 draws in light-heavyweight bout. Ted Husing announces. (see page A-42)

9:00 4 **STUDIO ONE**—Drama
"The Magic Lantern," starring James Dunn. Colorful panorama of the twenties and the tinsel life of Hollywood are reflected in the story of a cocky young Irishman who fought his way to the top of the motion picture industry. Also features Dorothy MacKaill, Carmel Myers & Nils Asther.

9:30 5 **WHO SAID THAT?**—Quiz
Moderator Walter Kiernan with anchorman Frank Conniff, and guests.

9:45 9 **CLETE ROBERTS' WORLD REPORT**

10:00 4 **VIC PERRY**—Interviews
5 **WEATHERMAN**—Clint Youle
7 **LIFE OF RILEY**—Comedy Antics
"Riley and the Soap Box," starring William Bendix. (see page A-30)
9 **"FIGHTING THOROUGHBREDS"**
MOVIE—(1st showing) Story of what happens after a Kentucky Derby winner escapes his paddock

10:10 5 **DORSEY CONNORS**—Ideas

10:15 4 **HARRINGTON ON SPORTS**
5 **CLIFTON UTLEY & THE NEWS**

10:25 4 **CHGO. WEATHER**—Russ Reed

10:30 4 **CHGO. AT NIGHT**—Chats
5 **LET'S LOOK AT SPORTS**—News
7 **DR. FIXUM**—Household Ideas

10:45 4 **OUR SONG**—Musical Variety
5 **HERBIE MINTZ SHOW**—Musical

11:00 4 **KUP'S COLUMN**—Interviews
5 **"STAND-IN"**
MOVIE—An efficiency expert is sent from New York to discover what's wrong with a Hollywood studio and finds you can't run everything by mathematics. Leslie Howard, Joan Blondell, Humphrey Bogart & Alan Mowbray.
7 **NEWS WITH ULMER TURNER**

11:10 7 **"THE GIRL WHO DARED"**
MOVIE—Starring Lorna Grey, Peter Cookson & John Hamilton.

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**
"She Had To Choose," with Buster Crabbe and Isabel Jewell.
9 **NEWS**—Les Nichols Comments

12:00 4 **GOOD INTENTIONS**

12:30 4 **LATE WORLD NEWS**
7 **WHAT'S NEW**—Current Events

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These Siamese triplets of radio and TV production have spiraled to fortune by giving things away. Known as the Three Johns, they are (left to right) John Masterson, John Reddy and John Nelson.

MASTERSON, REDDY & NELSON

The Fable of The Three Johns

ONCE upon a time, as all good fables start, there were three men named John.

About six years ago the trio converged in Hollywood and planted an idea which has since skyrocketed its originators into the big money class. It all revolves around audience-participation shows and concerns giving things away. The Three Johns (Masterson, Reddy & Nelson), although still young, are the grandpappies of the old giveaway gimmick.

They launched their Santa Claus tradition on Tom Breneman's radio breakfast show, giving orchids to the oldest lady in each day's audience. Since then, they've graduated to bigger and better gifts—like deep freezes, refrigerators, washing machines, offered today on such programs as "Bride And Groom" where they provide comfortable dowries for newlyweds.

Today, the Masterson, Reddy & Nelson firm is a leader in the radio-TV producing and packaging industry and the founders are widely-acclaimed in the industry as the Three Johns, success unlimited.

MR&N have always been closely associated. Even as sophomores at Gonzaga University in Spokane, Wash. back in 1932, they worked as a team. Reddy was promotion and publicity man for the school's annual play, Nelson plucked a fat acting part in the show, and Masterson drew the producer's assignment. Before they left Gonzaga, Masterson was president of the student organization; Reddy, editor of the school paper, and Nelson headed student dramatics.

When they graduated in 1936, the three settled in San Francisco. Again they were inseparable. Nelson worked as radio announcer while Reddy wrote and Masterson polished the ideas. These ideas ran the gamut from a device to pipe news programs into cocktail bars to promotion of the Shrine East-West football game.

When the gimmick and giveaway era hit radio, John, John & John were on the spot with the jackpots. They managed to wangle almost $2,500,000 worth of prizes for "Bride & Groom," one of their original inspirations.

The teamplay of the Three Johns became habit-forming, even lapping over into their personal lives. All three married in 1943. Within one month in 1946, they had four boys (Nelson became father of twins). And Masterson & Reddy live within a block of each other in New York City. And most surprising of all, the three Johns are all still good friends.

6:45 5 **Town & Farm**—Discussion

7:00 5 **Today**—News & Commentary
A birthday party for Mr. Muggs, who is one year old today.

9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—Nursery
9 **Your Figure Ladies**—Fogarty
Exercises for the waistline.

9:30 5 **Animal Playtime**—Kid's Fun
Win Stracke with games for youngsters.
9 **Clete Roberts World Report**

9:45 7 **INS Newsreel**—Information
9 **Earl Nightingale Program**

10:00 4 **News At Ten**—Late Report
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
Head work saves leg work.
9 **A To Z Of Cookery**—Recipes
"Home Plate."

10:05 4 **There's One In Every Family**

10:30 4 **Strike It Rich**—Quiz
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**

10:50 7 **Your Weather**—Wayne Griffin

10:55 7 **News With Ulmer Turner**

11:00 4 **"Medal For The General"**
MOVIE—An old general finds a new war to fight when six slum children are dumped in his lap. Godfrey Tearle, Jeanne de Casalis & Morland Graham.
5 **Creative Cookery**—Recipes
Broiled salisbury steaks and special thick sauce. Grecian spinach with rice.
7 **Bob & Kay Show**—Variety
9 **Bride & Groom**—Wedding

11:15 9 **Love Of Life**—Serial Story
Through no fault of her own, Van holds the key to the destruction of her best friend's happiness.

11:30 7 **Breakfast With Danny O'Neil**
9 **Search For Tomorrow**—Drama
Jim Wilcox finds it necessary to get out of town—fast.

11:45 9 **Guiding Light**—Drama Serial
Kathy tells Dick that she married Bob Lang because she felt sorry for him but that she never loved anyone but Dick.

11:55 7 **News With Ulmer Turner**

12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—Kiddie Fun
7 **Happy Pirates**—Two Ton Baker
9 **Hi Ladies**—Interview Fun
A $650,000 clock collection will be exhibited.

12:25 4 **Midday News**—Late Report

12:30 4 **Garry Moore Show**—Variety
Garry and the cast pay tribute to baseball's forgotten man, the umpire, in a comedy sketch, "The Umpire At Home." Comedian Roger Price makes a return appearance, and Denise Lor & Ken Carson sing "Salome" and "Serenade Of The Mandolin."
5 **Film Short**
7 **Time For Fun**—Kids' Show

12:45 9 **News Of The Day**—S. Allen

12:55 5 **News Report**—Late Data
7 **News With Ulmer Turner**

1:00 4 **Freedom Rings**—Quiz Game
Home and studio audience participation quiz with prizes for correct answers; John Beal mc. (p. 21)
5 **"Skyway"**
MOVIE—An airplane pilot marries a banker's daughter and tries to go into the banking business, but finds the lure of the air too much for him. Ray Walker & Kathryn Crawford.
7 **All About Baby**—Ruth Crowley
9 **Batting Practice**—Warm Up

1:10 9 **Lead Off Man**—Interviews

1:15 7 **"It Always Rains On Sunday"**
MOVIE—A harassed housewife harbors her former lover, an escaped convict; Googie Withers, Jack Warner, & John McCallum.

1:25 9 **Baseball**—Cubs vs Cincinnnati
Jack Brickhouse & Harry Creighton

1:30 4 **Art Linkletter's House Party**
Guest: Carolyn Leonetti, charm expert.

2:00 4 **Big Payoff**—Quiz For Men
5 **Break The Bank**—Bud Collyer

2:25 7 **News With Ulmer Turner**

2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 **"Tall Timber"**
MOVIE—Comedy & romance in the timberlands of the Northwest with George O'Brien & Beatrice Roberts.

3:00 4 **Shopping With O'Reilly**
5 **Kate Smith Hour**—Variety
Capsule musical comedy with the Kateds, the Katydids and comedian Gene Baylos; also the Mimi Warren Trio, instrumental.

3:15 4 **"Sweetheart Of The Navy"**
MOVIE—A young sailor preparing for his Annapolis exams drops everything to help a waterfront singer out of a jam. Eric Linden & Cecilia Parker.

3:45 9 **Tenth Inning**—Interviews

3:55 7 **News With Ulmer Turner**

4:00 5 **Hawkins Falls**—Dramatic Tale
7 **Lucky 7 Ranch**—Western Film
"Frontier Outlaw."

Tuesday Apr. 14

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

4:00 9 **Trail Blazers' Theater**—Film
"Ghost Guns."

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose And Friend**
Things are quiet inside the castle today, until the King makes a loud mistake.
5 **Howdy Doody Show**—Puppets

5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—For Kids
7 **Laugh Time**—Film Shorts
"Laurel & Hardy" film plus cartoon.
9 **Time For Beany**—Kiddie Fun

5:15 9 **Junior Theater**—Film

5:30 4 **Silhouettes Of The West**—Music
5 **Industry On Parade**—Film
7 **Adv. Time With Bob Atcher**
"Three Musketeers" ch. 8.
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest: Syd Simon, makeup artist.
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
Capt. & Rangers run short of oxygen.

6:10 7 **Sports Highlights**—Jack Drees

6:15 4 **News With Fahey Flynn**
5 **To be announced**

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Dinah Shore Show**—Musical
Dinah walks out of a book and sings "Red Canary," "How Long Has This Been Going On," "Where Is Your Heart" and "It's Been a Long, Long Time."
7 **Beulah Show**—Comedy Skits
"Home Sweet Home" is anything but, as Beulah's connivings to get Bill to marry her backfire.
9 **Spencer Allen & The News**

6:45 4 **Jane Froman's U.S.A. Canteen**
Guest, Gypsy Markoff, singer and accordionist. Jane sings "Gypsy In My Soul" & "Anywhere I Wander." Gypsy Markoff plays "Zuika Chiriliki."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—News

7:00 4 **WHAT'S THE GREAT IDEA?**
Discussion on a quote from literature with Mrs. Walter Paepcke, Galway Kinnell, Clarence Wolf; Maurice Donahue is moderator.

7:00 5 **STAR THEATER**—Variety
Guests, Gertrude Berg and Peggy Lee. (see page 22)
7 **'TWO MUGS FROM BROOKLYN'**
MOVIE—Two cabbies find their troubles just beginning when they go into business for themselves; William Bendix, Joe Sawyer, and Arlene Judge.
9 **LIFE IS WORTH LIVING**
Inspirational talks with Bishop Fulton J. Sheen. (see page A-8)

7:30 4 **KOVACS UNLIMITED**—Comedy
Ernie Kovacs & Dorothy Richards with variety & comedy skits
9 **PRESS CONFERENCE**—Talks
Discussion on current events.

8:00 4 **CRIME SYNDICATED**—Drama
Efforts of a syndicate representative, a clerk in the criminal court, to influence the judge in an extortion trial in "The Fixer."
5 **FIRESIDE THEATER**—Drama
"Top Kick." Tough, ex-sergeant, now an officer, is taunted because he has never been in combat. Clancy Cooper, George Niese, Greta Thuser & Ted Hecht.
7 **"BRIDGE OF SAN LUIS REY"**
MOVIE—Lynn Bari, Akim Tamiroff, & Francis Lederer; story attempts to clarify why the Almighty chose 5 persons to die in the collapse of an ancient bridge.
9 **WHERE WAS I?**—Photo Quiz
Moderator John Reed King with panel: Nancy Guild, Samuel Grafton, Bill Cullen, Elsa Maxwell, & guest Miriam Hopkins.

8:30 4 **SUSPENSE**—Drama
A series of mysterious homicides occur in East London, in "Kiss Me Again, Stranger," starring Maria Riva, Richard Waring, Esther Mitchell & Dennis Green.
5 **CIRCLE THEATER**—Drama
An unhappy woman in trouble with the police learns to respect & appreciate her unassuming husband in "The Straight & The Narrow."
9 **WISDOM OF THE AGES**—Panel
Jack Barry emcees panel

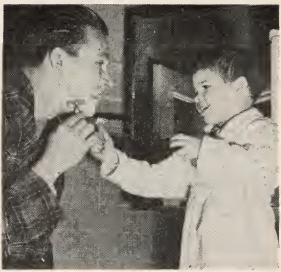
9:00 4 **DANGER**—Mystery Drama
"No Room" by Maury Stern. An electrician tries to prevent his younger brother from becoming involved in a safe cracking job.
5 **TWO FOR THE MONEY**—Quiz
Comedy game with Herb Shriner
9 **48TH STREET THEATER**—Drama
"Case Of Marina Goodwin," with Mary Sinclair & Edgar Barrier. A cog in the party machine, Marina is ordered to ruin a famous American liberal, but she fails in love with him.

Apr. 14 Tuesday

9:30 4 UNEXPECTED—Drama
"Escape To Nowhere." A wealthy man and his wife, traveling through Mexico, are kidnapped by bandits.
5 CLUB EMBASSY—Musical
Mindy Carson sings "Side By Side," "The Very Thought Of You," "Cruising Down The River," "Pretend," "Shoe Shine Boy," and "Ferry Boat Serenade."
7 NAME'S THE SAME—Panel
Robert Q. Lewis introduces contestants for panel to name.
9 DOUG. FAIRBANKS JR.—Film
"Last Moment" with Douglas Fairbanks Jr., Paul Carpenter, & MacDonald Parks; a small boy restores a tired scientist's faith in life.
9:45 5 BOB CONSIDINE—News Views
10:00 4 VIC PERRY—Man On The Street
5 WEATHERMAN—Clint Youle
7 NEWS—Austin Kiplinger
9 "WOMAN WHO CAME BACK"
MOVIE—After a bus wreck, a girl believes she has inherited a witch's curse. John Loder, Nancy Kelly.
10:10 5 DORSEY CONNORS—Ideas
10:15 4 HARRINGTON ON SPORTS
5 CLIFTON UTLEY & THE NEWS
7 SPORTS SHOW—Discussion
10:25 4 CHGO. WEATHER—Russ Reed
7 WEATHER—Forecast News
10:30 4 CHGO. AT NIGHT—C. Bill
5 LET'S LOOK AT SPORTS—News
Tom Duggan discusses what's new in the sports world
7 HEART OF THE CITY—Film
10:45 4 OUR SONG—Favorite Tunes
5 HERBIE MINTZ SHOW—Musical
11:00 4 KUP'S COLUMN—Chats
5 "SKYBOUND"
MOVIE—A melodramatic western about the government border air patrol. Lloyd Hughes, Lona Andre & Eddie Nugent.
7 NEWS WITH ULMER TURNER
11:10 7 "ALL AMERICAN COED"
MOVIE—A student at a boys' school enters a beauty contest at a girls' school; Frances Langford, Johnny Downs, & Marjorie Woodworth.
11:15 4 11:15 EDITION—Fahey Flynn
11:30 4 MURDER BEFORE MIDNIGHT
9 NEWS—Les Nichols Comments
12:00 4 "PIMPERNEL SMITH"
MOVIE—A mysterious professor helps pre-war Nazi captives escape from Germany. Leslie Howard.
7 WHAT'S NEW—Commentary
1:25 4 LATE WORLD NEWS

(Stations reserve the right to change above listings without notice)

Daddy's Little Shaver



It takes a kid to see through this Ken Nordine guy. 2½ yr. old Ken Jr. supervises Ken Sr. in his shaving routine and at the same time isn't the least bit frightened of the bogey man of "Faces in the Window," the WNBQ Saturday horror show.

- A day with Garry Moore, TV's boyish cut-up
- Exclusive profile of Dorothy Collins revealing the *real* reason for her rise to fame.
- TV ratings—Are they fact or fraud? The real lowdown on the video rating services.
- Complete program listings, Friday thru Thursday
- Plus many other sparkling features and columns and most complete listings in town.

DIARY

WITH THE ADDITION of the Bob & Kay show to the ranks of WNBQ's already-powerful local line-up, the Chicago NBC outlet can boast of perhaps the strongest programming schedule of any station in the country—second to none. . . . Cheers for two of our favorite people about town who don't always get their share of the publicity swag thrown around: To **Jack Angell** who came up with the film scoop of the year — an exclusive interview with the young marine killer who went berserk recently, murdering three people. The frankness and skill of **Angell's** questioning made it downright touching, as well as a little frightening.

MORO

And to **Barbara Moro**, the former channel 7 star, who gave the best performance to date on WNBQ's spotty "Curtain Time." Babs, fresh from stealing the show in Showcase Theater's recent production of "The Women," is proving herself one of Our Town's top actresses.

Jim Moran's "Courtesy Hour" is leading the way in acquainting high school students with the behind-the-scenes workings of a television program. It's all a part of the **National Television Review Board's** plan to educate the kids with a first hand knowledge of TV. . . . Special memo to the local gossip columnist who "fired" **Jack Mabley** from these pages: You can read Jack's controversial column every week in *TV Guide*, on sale every Wednesday at your local newsstands.

Wednesday Apr. 15

6:45 5 **Town And Farm**—Discussion
7:00 5 **Today**—News & Comments
9:00 4 **Arthur Godfrey Time**—Musical
5 **Ding Dong School**—For Kids
9 **Your Figure Ladies**—Fogarty
Exercises for the thighs.
9:30 5 **Animal Playtime**—Kid's Show
Win Stracke with games for kids
9 **Clete Roberts World Report**
9:45 7 **INS Newsreel**—Report
9 **Earl Nightingale Program**
10:00 4 **News At Ten**—Information
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
Cooking while you gallivant. Company meal tip: stay out of the kitchen till serving time.
9 **A To Z Of Cookery**—Recipes
"Madame President."
10:05 4 **There's One In Every Family**
10:30 4 **Strike It Rich**—Warren Hull
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
10:50 7 **Your Weather**—Wayne Griffin
10:55 7 **News With Ulmer Turner**
11:00 4 **"Three Weird Sisters"**
MOVIE—Three sisters are regarded as saints by the villagers in a Welsh valley. Nancy Price & Mary Claire.
5 **Creative Cookery**—Recipes
Yeast raised coffee cakes with prune filling, Italian sausage with green peppers.
7 **Bob & Kay**—Interviews
9 **Bride & Groom**—John Nelson
Phil Hanna sings
11:15 9 **Love Of Life**—Serial Story
The first Mrs. Crown makes a purposeful visit.
11:30 7 **Breakfast With Danny O'Neil**
9 **Search For Tomorrow**—Drama
Detective Sawyer reveals some startling information to Victor Barron.
11:45 9 **Guiding Light**—Serial Story
Bill suspects that Bertha wants him to leave so that she can talk to Meta alone.
11:55 7 **News With Ulmer Turner**
12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—John Coons
7 **Happy Pirates**—Fun For Kids
Film cartoons and fun for boys & girls with the antics of Bubbles, the porpoise & Squawky the Parrot
9 **Hi Ladies**—Jack Payne
Guest, singer Elaine Carvel.

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

12:25 4 **Midday News**—Late Report

12:30 4 **Garry Moore Show**—Comedy
Ivan Sanderson entertains the children with a litter of baby pigs; Garry and Durward do a comedy sketch, "Discourse on Comic Books"; Denise Lor sings "Your Cheating Heart" and Ken Carson sings "Timbertrail."

5 **Film Short**

7 **Time For Fun**—Nick Francis

12:45 9 **News Of The Day**—S. Allen

12:55 5 **News Report**—Late Information

7 **News With Ulmer Turner**

1:00 4 **Double Or Nothing**—Quiz

5 **"Paradise Isle"**
MOVIE—A blind artist is shipwrecked on a South Sea island and falls in love with a beautiful native girl. Warren Hull & Movita.

7 **All About Baby**—Discussion
Nurse Ruth Crowley with tips for the young mother. Guest: Dr. Paul K. Anthony, clinical asst. in pediatrics, Stritch Schl. of Med., Loyola Univ.

9 **Batting Practice**—Warm Up

1:10 9 **Lead Off Man**—Interviews

1:15 7 **Movie**—To Be Announced

1:25 9 **Baseball**—Cubs vs Cincinnati

1:30 4 **Art Linkletter's House Party**
Guest: Audie Murphy.

2:00 4 **Big Payoff**—Quiz For Men

5 **Break The Bank**—Quiz Show
Bud Collyer, Wynn Elliott & Janice Gilbert

2:25 7 **News With Ulmer Turner**

2:30 4 **Eddie Albert Show**—Variety

5 **Welcome Travelers**—Chats

7 **"Fangs Of The Wild"**
MOVIE—An agent is suspected of rustling fox-pelts while he is trying to find the bandits; Rin Tin Tin, Jr. & Dennis Moore.

3:00 4 **Shopping With O'Reilly**
Lee Phillip & Patrick O'Reilly

5 **Kate Smith Hour**—Musical
Kathryn Lee & Marc Platt, dancers; teen-age forum, & Kate & the band.

3:15 4 **"Those We Love"**
MOVIE—Story of a misunderstanding between a husband and wife when she finds him with another woman. Stars Mary Astor.

3:45 9 **Tenth Inning**—Interviews

3:55 7 **News With Ulmer Turner**

4:00 5 **Hawkins Falls**—Sm. Town Tale

Tonight . . . 6:15

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TONY WEITZEL

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Monday thru Friday

• 6:15 P.M. •

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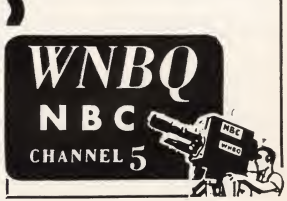

Wednesday Apr. 15

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

4:00 7 **Lucky 7 Ranch**—Western Film
"Devil Riders" feature.
9 **Trail Blazers' Theater**—Film
"Trigger Fingers."

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose And Friend**
It's Pan American week, & Garfield dresses in his South American outfit.
5 **Howdy Doody Show**—Puppets

4:45 7 **Rootie Kazootie**—Puppet Fun

5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Movie
7 **Laugh Time**—Film Shorts
"Charlie Chase" film plus cartoon.
9 **Time For Beany**—Puppet Fun

5:15 9 **Junior Edition**—News
Steve Fentress discusses items.

5:30 4 **Silhouettes Of The West**—Film
5 **Industry On Parade**—Film
7 **Adv. Time With Bob Atcher**
"Three Musketeers" ch. 9.
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest: social worker, Mrs. Evelyn Schanoes.
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
Rocket & Radio have had their minds altered.

6:10 7 **Sports Highlights**—Jack Drees

6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Those Two**—Comedy Skits
When he proposes to Martha she accepts so he won't look silly in front of his mother.
7 **Date With Judy**—Comedy
The Fosters are horrified when they realize that Randolph may be a coward.
9 **Spencer Allen And The News**

6:45 4 **Perry Como Show**—Musical
Guest, Peggy Lee, and tunes: "I'm Sitting On Top Of The World," "Spring Is Here," and "Wild Horses."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data

7:00 4 **ARTHUR GODFREY & FRIENDS**
Arthur and all the little "Godfreys" present a swimming show, telecast direct from the pool and surf of the Kenilworth Hotel in Miami Beach, Florida.
5 **I MARRIED JOAN**—Comedy
Judge Stevens signs an eviction notice and unwittingly evicts Joan Davis' women's club from its meeting room.
7 **CHARLIE CHASE TIME**—Film
9 **"TAKE IT BIG"**
MOVIE—Mistaking a swank dude ranch for the one left him by inheritance, a man runs it until he is tossed out. Jack Haley, Harriet Hilliard, Mary Beth Hughes & Ozzie Nelson.

7:30 5 **CAVALCADE OF AMERICA**
"The Gingerbread Man." Christopher Ludwick's clever words to Hessian troops during the War for Independence resulted in one hundred and twenty-three soldiers joining the Americans. Stars Otto Waldis, Edith Angold, John Hamilton, Richard Gaines & William Yetter. *Sponsored by DuPont.*
7 **STU ERWIN SHOW**—Comedy

8:00 4 **STRIKE IT RICH**—Quiz Contest
Warren Hull is emcee with guest
5 **KRAFT THEATER**—Drama
"Rain No More" by James Costigan. A sensitive young boy who has run away from home returns knowing he has but a short time to live.
7 **THE CARUSO SHOW**
A humanized musical.
9 **FRONT PAGE DETECTIVE**
Edmund Lowe as David Chase, newspaperman in "The Devil's Bible."

8:30 4 **MAN AGAINST CRIME**—Drama
"Death Below The Decks." Mike Barnett takes a boat cruise on dry land to solve a murder and catch gun runners. Ralph Bellamy stars.
7 **WRESTLING FROM RAINBO**
Wayne Griffin describes the matches
9 **CAMERA CLASSROOM**

9:00 4 **BLUE RIBBON BOUTS**—Boxing
Joe Miceli, 24, of New York, with 37 wins, 12 losses and 3 draws vs Pierre Langlois, 28, of Paris, France, with 55 victories, 10 defeats and 4 draws in 10 round middleweight bout from Miami. Russ Hodges announces. (see page A-42)
5 **THIS IS YOUR LIFE**—Tale
Ralph Edwards is your host
9 **OLD AMERICAN BARN DANCE**
Musical variety film shorts emceed by Bill Bailey with well-known western stars

Apr. 15 Wednesday

9:30 5 **CURTAIN TIME**—Drama
Comedy, mystery, adventure enacted primarily by local talent provides an interesting half hour.
9 **LIBERACE SHOW**—Musical
A variety of selections are played
9:45 4 **SPORTS SPOT**—Review
10:00 4 **VIC PERRY**—Man On The Street
5 **WEATHERMAN**—Clint Youle
7 **FOREIGN INTRIGUE**—Drama
9 **"HARPOON"**
MOVIE—A whaler seeks vengeance against his father's persecutors. John Bromfield, Alyce Louis & James Cardwell.
10:10 5 **DORSEY CONNORS**—New Tips
10:15 4 **HARRINGTON ON SPORTS**
5 **CLIFTON UTLEY & THE NEWS**
10:25 4 **CHGO. WEATHER**—Russ Reed
10:30 4 **CHGO. AT NIGHT**—C. Bill
5 **LET'S LOOK AT SPORTS**—News
Discussion with Tom Duggan
7 **THIS IS CHARLES LAUGHTON**
Mr. Laughton reads the story of Noah's Ark and the 104th Psalm, a meditation on the power and providence of God.
10:45 4 **OUR SONG**—Favorite Tunes
Carolyn Gilbert & Danny O'Neil
5 **HERBIE MINTZ SHOW**—Musical
7 **COMEDY CAMEO**—Film Short
11:00 4 **KUP'S COLUMN**—Gossip
5 **"YOU CAN'T BEAT THE LAW"**
MOVIE—A convict is innocently sentenced for a holdup and gains the sympathy of the warden. Edward Norris, Joan Woodbury & Jack LaRue.
7 **NEWS WITH ULMER TURNER**
11:10 7 **"FALSE FACES"**
MOVIE—Whodunit about a suspicious district attorney's son, who is implicated in murder; Stanley Ridges, Bill Henry, Rex Williams.
11:15 4 **11:15 EDITION**—Fahey Flynn
11:30 4 **MURDER BEFORE MIDNIGHT**
"File 113," with Lew Cody & Mary Nolan.
9 **NEWS**—Les Nichols Comments
12:00 4 **"ONE THIRD OF A NATION"**
MOVIE—A young man inherits several tenements in the slums in which a tragic fire has recently occurred. Sylvia Sidney & Leif Erikson.
12:15 7 **WHAT'S NEW?**—Current News
1:20 4 **LATE WORLD NEWS**

(Stations reserve the right to change above listings without notice)

This educated-looking gent is Oscar Dailon who runs a "Crazy Factory" in Hollywood, turning out weird looking gadgets that occur in the imaginations of TV science-fiction writers. Mr. Dailon and his two brothers actually are legitimate x-ray machine manufacturers but the fake gadgets have proved to be a lucrative sideline.

WED., APRIL 15, ON CHANNEL **5**

DU PONT

CAVALCADE OF AMERICA

PRESENTS

Christopher Ludwick's superiors knew him as a good baker and a bad lecturer. Here is the amusing story of how this "loyal" Hessian talked 123 fellow soldiers into deserting.

with **OTTO WALDIS**

WNBQ CHANNEL 5

7:30 P.M.

Better Things for Better Living . . . *through Chemistry*

Thursday Apr. 16

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

6:45 5 **Town & Farm**—Milton Bliss
7:00 5 **Today**—News, Reviews
9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—For Kids
9 **Your Figure Ladies**—Fogarty
How to reduce those hips.
9:30 5 **Animal Playtime**—Win Stracke
9 **Clete Roberts World Report**
9:45 7 **INS Newsreel**—Report
9 **Earl Nightingale Program**
10:00 4 **News At Ten**—Report
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
Beulah has a merry Merienda, Mexican moonlight party.
9 **A To Z Of Cookery**—Recipes
"April Shower."
10:05 4 **There's One In Every Family**
10:15 4 **Bill Cullen Show**—Musical
10:30 4 **Strike It Rich**—Warren Hull
5 **MRS. U.S.A.**—Talks
(Or U.N. General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
10:50 7 **Your Weather**—Wayne Griffin
10:55 7 **News With Ulmer Turner**
11:00 4 **"Back Door To Heaven"**
MOVIE—Story of the life of a man born on the wrong side of the tracks. Aline McMahon, Jimmy Lydon & William Harrigan.
5 **Creative Cookery**—Recipes
Marinated veal stew in casserole, anchovy walnut spread, and salmon and cucumber filling.
7 **Bob & Kay Show**—Variety
9 **Bride & Groom**—John Nelson
11:15 9 **Love Of Life**—Serial Story
Evans Baker has blithely uncovered Meg's secret.
11:30 7 **Breakfast With Danny O'Neil**
9 **Search For Tomorrow**—Serial
The evidence mounts in Joanne's favor.
11:45 9 **Guiding Light**—Serial Tale
Gloria visits Bill to tell him that he lost one of his accounts.
11:55 7 **News With Ulmer Turner**
12:00 4 **Luncheon With Billy**—Music
Billy Leach is your host
5 **Noontime Comics**—Film & Talk
7 **Happy Pirates**—Kids' Fun
Songs and cartoons to entertain the kiddies, with Two Ton Baker.
9 **Hi Ladies**—Interviews
Guest, singer Rosemary Clooney.
12:25 4 **Midday News**—Late Report
12:30 4 **Garry Moore Show**—Variety
Garry and the cast have a tongue fest with new words. Denise Lor sings "We Have Never Met As Yet" and Ken Carson sings "A Lady Love."
12:30 5 **Film Short**
7 **Time For Fun**—Kids' Show
Nick Francis with Bobo, the little dog.
12:45 9 **News Of The Day**—S. Allen
12:55 5 **News Report**—Late Data
7 **News With Ulmer Turner**
1:00 4 **Freedom Rings**—Comedy Quiz
Home and studio audience participation quiz with prizes for correct answers, conducted by John Beal
5 **"Oh Yeah!"**
MOVIE—(1st showing) Amusing story of railroad hoboes on the run. Zasu Pitts, Jimmy Gleason & Robert Armstrong.
7 **All About Baby**—Ruth Crowley
9 **Batting Practice**—Warm Up
1:10 9 **Lead Off Man**—Interviews
1:15 7 **Movie**—Title to be announced
1:25 9 **Baseball**—Sox vs St. Louis
Jack Brickhouse & Harry Creighton.
1:30 4 **Art Linkletter's House Party**
Art will have a guest singer.
2:00 4 **Big Payoff**—Quiz For Men
5 **Break The Bank**—Bud Collyer
2:25 7 **News With Ulmer Turner**
2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 **"Lady In The Morgue"**
MOVIE—The body of a beautiful girl is stolen from the morgue before it can be identified. Preston Foster, Pat Ellis & Frank Jenks.
3:00 4 **Shopping With O'Reilly**
Patrick O'Reilly and Lee Phillip
5 **Kate Smith Hour**—Guest Stars
Musical comedy capsule with the Kateds and Katydids, and guest, monologist Virginia Sales.
3:15 4 **"A Parisian Romance"**
MOVIE—Starring Gilbert Roland.
3:45 9 **Tenth Inning**—Interviews
3:55 7 **News With Ulmer Turner**
4:00 5 **Hawkins Falls**—Serial Story
7 **Lucky 7 Ranch**—Western Film
"Raider Of Redcap."
9 **Trail Blazers' Theater**—Film
"Drifting Along."
4:15 5 **Gabby Hayes Show**—Tall Tales
4:30 4 **Garfield Goose & Friend**
His Majesty joins the Boys' Club during National Boys Club Week.
5 **Howdy Doody Show**—Puppets

(Continued on Page A-40)

"Get this BEAUTIFUL

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This 9 piece, stainless steel, hollow ground, cutlery set can be yours — free — with only one 2 year subscription to TV GUIDE (for new subscriptions or extensions at the $9.00 rate). Out of town orders shipped without charge. Or, you may pick up your set at any one of three great Klein's Sporting Goods Stores listed below.

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Thursday Apr. 16

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Antics
7 **Laugh Time**—Film Short
"Laurel & Hardy" film plus cartoon.
9 **Time For Beany**—Puppet Fun

5:15 9 **Junior Theater**—Film

5:30 4 **Silhouettes Of The West**—Talks
5 **Industry On Parade**—Film
7 **Adventure Time**—Film Serial
"Three Musketeers," chapter 10.
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest, Kay Beardsley, collector of antique clocks.
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventure
Captain Video and the Rangers are in danger of being destroyed.

6:10 7 **Sports Highlights**—Jack Drees

6:15 4 **News With Fahey Flynn**
5 **To be announced**

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Dinah Shore Show**—Musical
Dinah sings "Why Come Crying To Me?"
7 **Lone Ranger**—Western Drama
"The Durango Kid." An honest and respected rancher is mistaken for an escaped convict and is in danger of losing his life.
9 **Spencer Allen And The News**

6:45 4 **Jane Froman's U.S.A. Canteen**
"Southland" theme with Jane singing "Louisiana Hayride," "Sleepytime Down South" & "Birth Of The Blues." Chorus does "Waiting For The Robert E. Lee."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data

7:00 4 **LIFE WITH LUIGI**—Drama
Trials and tribulations of the little Italian immigrant, with Vito Scotti as Luigi & Romo Vincent as Pasquale.
5 **GROUCHO MARX SHOW**—Quiz
"You Bet Your Life" quiz contest
7 **RAMAR OF THE JUNGLE**—Film
Jon Hall is featured as a research chemist in "The Mask of Kreenah."
9 **TV SHOWCASE**—Film Drama

7:30 4 **AMOS 'N ANDY**—Comedy
The Kingfish finds an imitation pearl ring at a baseball game and decides to sell it to Andy.

7:30 5 **TREASURY MEN IN ACTION**
"Case Of The Sawed-Off Shot Gun." A young hoodlum tangles with federal agents when he tries to emulate his gangster idol.
7 **CHANCE OF A LIFETIME**—Acts
Pro essional talent competes for cash awards & opportunity for stardom

8:00 4 **VIDEO THEATER**—Drama
5 **DRAGNET**—Police Drama
Sgt. Joe Friday learns that an 18-year-old boy is a dope addict and tries to enlist the boy's aid in getting to the root of the heroin peddling. (see page 5)
7 **"HIDDEN DANGER"**
MOVIE—Story of outlaws who run the Cattlemen's Protective Association. Stars Johnny Mack Brown.
9 **TREASURE HUNT**—Advice
Sigmund Rothschild, noted appraiser & art critic, tells whether or not a curio is of any value

8:30 4 **BIG TOWN**—Drama
After a wave of juvenile delinquency, Steve and Lorelei investigate a department store theft and find themselves involved with the son of one of the city's most prominent families.
5 **FORD THEATER**—Film Drama
"Allison, Ltd.," with Merle Oberon & Phillip Ober. A famous international dress designer finds she cannot manage her heart as well as she does her business.
9 **"THE BROKEN CHORD"**—Film
Drama of a matriarch whose destructive influence ruins the marriage of her son and almost wrecks the happiness of her granddaughter. Marguerite Churchill, Jan Shepard & Lillian Albertson.

9:00 4 **MY LITTLE MARGIE**—Comedy
Vern and Margie spend a two week vacation with a bad tempered client. Starring Gale Storm & Charles Farrell.
5 **MARTIN KANE, PRIVATE EYE**
A car repossessor turns a time payment plan into a down payment on murder.
7 **IMPACT**—News And Features
Austin Kiplinger as moderator
9 **"MILLION POUND BANKNOTE"**
Film drama which takes place in London in 1895. Two brothers make a singular bet which changes the fortunes of a young American stranger.

9:30 4 **BOSTON BLACKIE**—Drama
When Blackie and Mary give a lift to a hitchhiker in the Hollywood Hills, they find he is being pursued by two mysterious thugs. Kent Taylor stars.

Apr. 16 Thursday

9:30 5 **DAN DURYEA, CHINA SMITH**
The black sheep son of a conservative English family is banished to Malaya, but when his fiance comes looking for him, China discovers the boy has become a guerilla leader.
7 **JEWELERS SHOWCASE**—Drama
9 **I'VE GOT A SECRET**—Panel
Garry Moore with Jayne Meadows, Faye Emerson, Henry Morgan, Bill Cullen, & guest Charles Coburn.

10:00 4 **VIC PERRY**—Man On The Street
5 **WEATHERMAN**—Clint Youle
7 **NEWS**—Late Information
9 **"THE LEAVENWORTH CASE"**
MOVIE — A hard-of-hearing old maid unravels a murder mystery. Donald Cook, Jean Rouverol & Norman Foster.

10:10 5 **DORSEY CONNORS**—Helps

10:15 4 **HARRINGTON ON SPORTS**
5 **CLIFTON UTLEY & NEWS**
7 **SPORTS NEWS**—Discussion

10:25 4 **CHGO. WEATHER**—Russ Reed
7 **WEATHER REPORT**

10:30 4 **CHGO. AT NIGHT**—Chuck Bill
5 **LET'S LOOK AT SPORTS**—News
7 **WHAT'S YOUR QUESTION?**

10:45 4 **OUR SONG**—Musical
5 **HERBIE MINTZ SHOW**—Musical

11:00 4 **KUP'S COLUMN**—Gossip
Irv Kupcinet chats with a guest and talks about "our town"
5 **"MICHAEL STROGOFF"**
MOVIE—In his effort to reach a Siberian post, the courier of the Czar runs into love, intrigue, spies and Tartar cruelties. Anton Walbrook, Elizabeth Allen & Fay Bainter.
7 **NEWS WITH ULMER TURNER**
9 **"HOLLYWOOD AND VINE"**
MOVIE—Ownership of a movie star dog is disputed by a quarreling playwright and an aspiring actress. James Ellison, Wanda McKay & Ralph Morgan.

11:10 7 **"END OF THE RIVER"**
MOVIE—Story of an Indian boy and his struggle to find a place for himself in a hostile world. Sabu, Bibi Ferreira & Esmond Knight.

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**

12:00 4 **"I'LL SELL MY LIFE"**
MOVIE—A girl offers to confess to a murder in exchange for $20,000. Michael Wayland & Rose Hobart.

12:30 7 **WHAT'S NEW**—Current News

1:30 4 **LATE WORLD NEWS**

(Stations reserve the right to change above listings without notice)

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SCIENTIFIC TELEVISION AND RADIO, INC.
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near north

AMERICAL DAY & NIGHT TV SERVICE
1362 N. Sedgwick MOhawk 4-4650

FRITZEL RADIO & TV LABORATORIES
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northwest

ACE DAY & NIGHT TELEVISION SERVICE
4766 N. Milwaukee SPring 7-5110

ECONOMY TELEVISION SERVICE
2352 W. Potomac Ave. ARmitage 6-2970

FOSTER DAY & NIGHT TELEVISION SERVICE
2922 N. Milwaukee HUmboldt 9-0911

north

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FRITZEL RADIO & TV LABORATORIES
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GENERAL APPLIANCE SERVICE CO.
2224 Devon Ave. ROgers Pk 1-0725

CRITTENTON RADIO & TELEVISION CO.
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south

HOLLYWOOD TELEVISION CO.
4715 S. Parkway ATlantic 5-8416, 7, 8

southeast

SOUTHSHORE DAY & NIGHT TV ENGS
1977 E. 73rd St. NOrmal 7-0126

MASTER SERVICE CO.
1153 E. 82nd St. SOuth Shore 8-9282

SUBURBAN

western suburbs

HARLEM DAY & NIGHT TV SERVICE
3233 N. Harlem Ave. MUlberry 5-1213

TAUBER TELEVISION SERVICE
6801 Roosevelt STanley 8-8887

PLAY IT SAFE

ONE of the great fallacies among TV set owners is the notion that there is money to be saved by installing your TV antenna yourself. This notion can be downright dangerous.

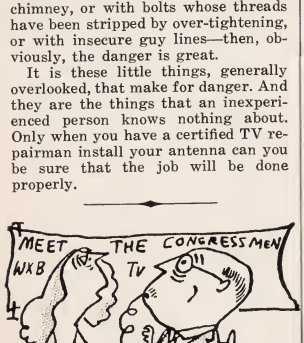
When a rookie tries to put an antenna up, the results can be catastrophic. Your set can be wrecked, you and members of your family can receive painful shocks and burns, your house can be set on fire—all because of a lack of know-how.

The main danger usually arises from a nearness to electric power lines. For if your antenna should fall against a live power wire the stray current would be conducted through the building (plumbing or heating pipes) that could electrocute or severely burn a person.

What is a dangerous installation? No matter how securely attached to a firm base your antenna may seem, it is a peril if it is put up within a few feet of a power line—or by means of supporting guy lines that cross a power line—or on a pole that could fall across a power line.

And when an antenna near power lines is fixed to a loose or crumbling chimney, or with bolts whose threads have been stripped by over-tightening, or with insecure guy lines—then, obviously, the danger is great.

It is these little things, generally overlooked, that make for danger. And they are the things that an inexperienced person knows nothing about. Only when you have a certified TV repairman install your antenna can you be sure that the job will be done properly.



"Don't get too close to the microphone, Senator."

JIMMY POWERS

Rates the Boxers

THIS WEEK'S NETWORK FIGHTS

WILLIE TROY vs. RANDY SANDY, Middleweights; Friday, April 10, WNBQ (channel 5) 9:00 p.m.

Troy is favored. His body attack should prove too much for Sandy, the ex-Golden Gloves champion.

CARMINE BASILIO vs. CARMEN FIORE, Welterweights; Saturday, April 11, WBKB (channel 7) 8:00 p.m.

A toss-up. Basilio boxes well before his Syracuse home-town fans. He held Chuck Davey even here. But Fiore is dangerous with his left.

FLOYD PATTERSON vs. DICK WAGNER, Light Heavyweights; Monday, April 13, WGN-TV (channel 9) 8:30 p.m.

Patterson is favored. He was the 1952 Olympic Light-heavy champ. Since he is under 20, the fight is limited to eight rounds. Wagner, a durable boxer, has the experience to give the youngster considerable trouble.

PIERRE LANGLOIS, Middleweight **vs. JOE MICELI,** Welterweight; Wednesday, April 15, WBBM-TV (channel 4) 9:00 p.m.

Miceli is favored to win this return match as he did their first bout February 18th.

THE WEEK IN TV SPORTS

(*excluding above-mentioned bouts*)

FRIDAY

1:25 9 Baseball—Sox vs Cubs

SATURDAY

1:25 9 Baseball—Sox vs Cubs

8:30 9 Wrestling From Marigold
Baron Arena vs Davy Funk; Billy Parks vs Bull Allen; Danno McDonald vs Billy Goelz; Joe Christie vs Mike Sepich. Double main event: Firpo Zbysko vs Pat O'Connor, and Ronny Etchison vs Benito Gardini.

SUNDAY

1:25 9 Baseball—Sox vs Cubs

10:30 7 Wrestling From Ringside
Dick Raines vs. Mr. Moto (on film).

MONDAY

8:30 7 Boxing From Rainbo
Norman Webb, 22, of Chicago with 11 wins & 3 losses vs. Guiseppe Sabatini, 23 of Italy in an 8 round bout.

TUESDAY

1:25 9 Baseball—Cubs vs Cincinnati

WEDNESDAY

1:25 9 Baseball—Cubs vs Cincinnati

8:30 7 Wrestling From Rainbo
Wayne Griffin announces matches.

THURSDAY

1:25 9 Baseball—Sox vs St. Louis

SPORTSCAST

by ED PAZDUR

THE Monday night **Rainbo Boxing** show over Channel 7 will not be axed soon as rumored in sports circles. . . In fact, producer **Jack Page** says WBKB brass is studying network possibilities. . . The **International Boxing Guild**, on the other hand, is asking less television and more money for its fighters.

The Guild will demand that all network main event boxers receive a minimum of $5,000 after June 15. They also decided to limit network-TV fights to four nights a week instead of the current six. The Guild, which boasts a membership of most of the nation's top managers and trainers, will also insist all contracts between fighters and promoters for TV bouts be approved by their board of directors.

Present minimums are: For Monday nights, $1,500; Tuesday, $1,500; Wednesday, $2,000; Thursday, $1,000; Friday, $3,600 and Saturday, $1,500. There is, of course, no maximum figure. . . . **Irv Schoenwald**, Chicago promoter, will be relieved to know these figures apply to network telecasts only.

Back for another season

BRICKHOUSE

With **Jack Brickhouse** back behind the WGN-TV mike to bring us all the White Sox and Cub home day games, we're in a prognosticating mood; Here's how finish of the American and National League pennant chase looks to us:

NATIONAL LEAGUE	AMERICAN LEAGUE
1. Brooklyn Dodgers	1. New York Yankees
2. Philadelphia Phils	2. Cleveland Indians
3. New York Giants	3. **CHICAGO WHITE SOX**
4. St. Louis Cardinals	4. Boston Red Sox
5. **CHICAGO CUBS**	5. Philadelphia Athletics
6. Cincinnati Reds	6. Washington Senators
7. Milwaukee Braves	7. St. Louis Browns
8. Pittsburgh Pirates	8. Detroit Tigers

A first division finish in '53?

CAVARRETTA

Mailbag: "Please be advised soccer is not being dropped from TV because of a lack of fan interest. . . It broke all attendance records this year."—**Frank Kracher**, Chicago, Ill.

"Our contract (soccer) expired with Mages Sports Stores and WGN-TV on the last Sunday of March. . . To say we are being dropped is misleading . . . this has been our best season since 1950. . ."—**George Fishwick**, Chicago, Ill.

Is this the Sox' year?

RICHARDS

Note: When we announced that soccer was being dropped by Mages and WGN-TV due to a lack of fan interest—we meant TV fans, not cash customers. Our comment can be disproved if WGN-TV resumes soccer telecasts this summer during the outdoor season.

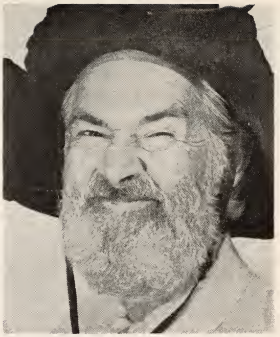
This time you be the judge! Keep score with **Jack Drees** and **Ed Pazdur** every Monday night over WBKB, 8:30 p.m., on Pontiac's Boxing From Rainbo show.

NAME	1	2	3	4	5	6	7	8	TOTAL

Boys and girls, are you wondering why Gabby Hayes is wrinkling up his nose? Well, here's the answer: that's his way of smiling. If you watch his show (4:15 p.m. Mon. through Fri., WNBQ), you know that Gabby can tell some of the tallest tales with that crinkly grin. By the way, those whiskers are the real McCoy. Someone tried pulling them once and Gabby was plenty sore!

THIS WEEK'S CONTEST: How many words can you make out of "Gabby Hayes Show"? Send your lists to Uncle Herbie, % *TV Guide*, 185 N. Wabash Ave., Chicago 1, Ill., before Sunday, April 19. For the longest list, I'll award $1; second longest, 50 cents, next 15 runners-up, 25 cents each.

Here are my March 7 winners:



Danna Andersan, Aurora, Ill; Irene Daly, Chicago; Nancy Davis, Gurnee, Ill; Charles Evans, Sauth Bend 19, Ind; Sharan Rase Fisher, Whiting, Ind; Priscilla Gadlewski, Chicaga; Douglas Haller, Kendallville, Ind; Ray Hamiltan, LaParte, Ind; Karen & Jackie Horner, Maracca, Ind; Jaann Lawe, South Bend 17, Ind; Nina Pribbernaw, Bentan Harbar, Mich; Susan Rosell, Chicaga; Patsy Rass, Chicago; Arlene Skopec, Chicago; Annette Stane, Kenasha, Wis; Jahn Thamas, Berwyn, Ill; Janice & Barbara Velek, Chicaga

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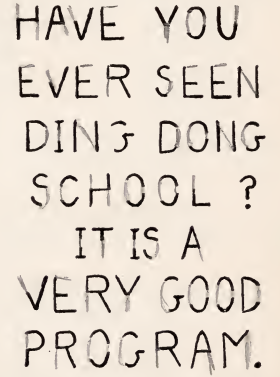
MOLLYCUES

by MOLLY POTKIN COPYRIGHT 1953

Can you read this message? Just connect the lines to fill out the letters. Then write it on separate paper and tell us also what you like best about your school. Mail your entries to Mollycues, % *TV Guide*, 185 N. Wabash Ave., Chicago 1, Ill., before Monday, April 20. First prize is $1; second prize, 50 cents, next 25 prizes, a copy of Molly's picture puzzle book. Solution will appear here next week.

Last week's answer: Fletcher Rabbit is seen on the Kukla, Fran and Ollie show.

March 7th Mollycue winners:
Sandra Jean Bellmor, Aurara, Ill; Caralyn Cargile, Chicaga; Ann Christiansan, Hammond, Ind; Mary Jane Cripe, Gashen, Ind; Milly Cutich, Chicaga; Louise Decasta, Chicaga; Carol Getzen, Elkharn, Wis; Elaine Giampaali, Chicago; Janet Halle, Chicago; Kay Haminger, Grand Rapids, Mich; Lois Harvan, Chicaga; Teddy Hayes, Maracca, Ind; Jaan Herzag, Chicaga; Wesley Holland, Manville, Ill; Penny Harak, Berwyn, Ill; Phillip Kantar, Cicera; John Kissel, Melrose Park, Ill; Mildred



Liska, Chicaga; Saphie Maul, Kouts, Ind; Betty Jo Meeks, Gary, Ind; Geraldine Murnan, Manticello, Ind; Jahn Palumbo, Chicaga; Jahn Placek, Chicaga; Janice Ritter, Gary, Ind; Danald Saccamanta, Chicaga; Jackie Specht, Ringwaod, Ill; J. Waichulis, Cicero

TV THRU ROSE COLORED GLASSES

by JACK MABLEY

Here are some of the unforgettable moments of television in the past year:

Ike's first televised press conference after his return from Paris.

The first Studio One production last winter under new producer Fletcher Markle.

Kukla, Fran and Ollie's personal Academy Awards.

Bea Lillie leading the Pittsburgh choral group.

Stevenson's speech of acceptance at 2 in the morning.

Bob Hope's emceeing at the Academy Award ceremony.

Lucille Ball's tramp vaudeville bit.

The debut of Win Stracke's Animal Fun.

Lillian Gish's performance on Television Playhouse—so good that it will be repeated next fall.

David Burns' comedy bits on the Ed Sullivan show in March—and Lilli Palmer's superb comedy routine with him.

Helen Hayes' acting in "The Twelve Pound Look" on Omnibus.

Bishop Sheen—any Tuesday.

The Pinckneyville youngster tossing a basketball nearly the length of the floor at Champaign, and the camera following the ball perfectly as it swished through the hoop.

Sen. Nixon's showmanship as he told the nation about his personal finances.

The last Yankee-Dodgers game.

Mister Peepers' locker.

The Inaugural Parade, and particularly the NBC coverage during the half-hour before the other networks came on the air.

The first televised atomic explosion. It didn't have a tenth of the pictorial quality of the second telecast, but it had ten times the suspense.

The Davey-Graziano fight.

Charles Laughton reading deMaupassant's "Moonlight."

Cliff Arquette's wonderful comedy on the Dennis Day show.

The thoughtful face of J. Fred Muggs on Today.

Ernie Kovacs' spoofing of What's My Line. (I saw this in a saloon, and conditions weren't ideal for viewing, but it looked terrific through the smoke).

The Nov. 4 election night coverage.

Kraft Theater's production of "She Stoops to Conquer."

The Hit Parade's final spring show last year from the new ocean liner, *United States*.

The telecast of an operation from the American Medical Association convention in Chicago.

The Christmas show from Dinah Shore's home.

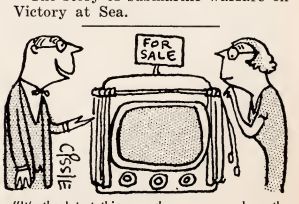
Studs' Place.

Steve Ellis' announcing as he watched and described the pasting his boy Chico Vejar was taking from Chuck Davey.

The horse which behaved like a horse in the middle of the stage on the Sullivan show.

This Is Your Life's life of Lillian Roth.

The story of submarine warfare on Victory at Sea.



"It's the latest thing, madam, you can draw the drapes on the commercials."

DEAR BOSS:

There must be lots of sympathetic tears shed in living rooms all over America each Wednesday night when Ralph Edwards presents his This Is Your Life. And no wonder. This show focuses the camera on more moments of genuine human emotion than any other program I know of.

But I force back the tears—I need them. I have to shed mine for Ralph Edwards himself. His is the pitiful case. Here's what I mean. The other night he was doing the life of Fifi D'Orsay. They had just finished the big scene . . . a reunion of Fifi and her brother's widow and daughter. The vivacious French movie star had supported them for eleven years . . . ever since her brother had been crippled by arthritis. Much of this period was during the time Fifi's own career was in eclipse and her contributions to the little family up in Montreal must have called for genuine sacrifice.

As the mother and daughter rushed into Fifi's arms, sobbing their gratitude in broken English, it was a touching, beautiful scene. My wife and mother watched with glistening eyes. But I fought back my tears—I had a hunch I'd need them.

And I was right. Right smack after Fifi and her niece were embracing, I began weeping for Ralph. He had to turn straight into the camera, smile bravely and announce that Hazel Bishop was capable of many kind things but at this moment they were going to outdo themselves. They were going to save the women of America $2,000,000.

That's right. Ralph said that the $2.25 regular-size ensemble of Hazel's lipstick would now be sold for $1.25. Two million lucky women could save two million bucks—but by that time I'm crying so hard for poor Ralph's dilemma that I can't see the screen anymore. Sorry. CHUB

LETTERS

(continued from page A-3)

Why do they have Janette Davis stand up and tell all her measurements to Arthur Godfrey and all the little Godfreys? He must know them as he bought her a blouse.

Chicago, Ill. — **MISS V. DAVIES**

In a recent magazine issue one person wrote that Julius LaRosa when asked if he was married, said, "No, but I've got Jan." (Janette Davis). He said nothing of the sort. What he did say was, "I'm with Jan." Meaning he was also unmarried.

Chicago, Ill. — **A. FISHER**

Jack Mabley. . . Your article entitled "Strike It Poor" is not only obnoxious but abominable. . . . Furthermore your warped thoughts on this program . . . they don't impress me and your degrading a wonderful program was a complete flop. If you think you can defend yourself . . . feel free.

Waukegan, Ill. — **MRS. JAMES BOURLAND**

You said that Durante has called the president's daughter. But Margaret Truman is not the president's daughter. Truman is now EX-president.

Chicago, Ill. — **J. WILLIAM GIMBEL III**

Ed. Note: A news flash we clean overlooked.

Crown Point, Ind. — **C. LEIGHTON GROF**

Your story "Operation Foxhole" about Wayne Griffin was wonderful. However I question the sincerity of the author. This fellow, the writer, doesn't know that Stout Institute is not located at Menominee, Wisconsin. . . . Wayne should have been given the chance to edit this stuff.

Zion, Ill. — **HERBERT E. LARSON**

Read your story on Wayne Griffin. But the author did not sign his name. We don't blame him for he should go hide under a rock. He seems to think wrestling is a big fake and we'll bet he's never even been to see a real match. You'd better tell the boy to learn the facts before he calls wrestling fake.

St. Joseph, Mich. — **MRS. A. BRINK**

Ed. Note: The author who intimated "fake" in the article has since been banished to New York.

Consistently

the best in TV entertainment

"BREAK THE BANK"
starring
BUD COLLYER
Monday
thru
Friday
2:00 P.M.

CHANNEL 5

"TWO FOR THE MONEY"
starring
HERB SHRINER
Tuesdays
9:00 P.M.

"THIS IS YOUR LIFE"
starring
RALPH EDWARDS
Wednesdays
9:00 P.M.

WNBQ
NBC
CHANNEL 5

TV MYSTERY HIT MONDAY

INSPECTOR MARK SABER—

HOMICIDE SQUAD

Here is TV's outstanding mystery drama with TOM CONWAY as "Saber" and JAMES BURKE as "Sgt. Maloney." Watch this week for another outstanding episode!

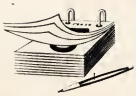
EVERY MONDAY—7 P.M.

CHANNEL 7

Presented by
STERLING DRUG

WBKB

ABC Television Network



the week in TV

This week a new low was reached in the quantity and quality of oldie movies newly made available for TV showing—stopping those rumors that 3-D movies would stampede distributors into releasing their stockpiled "flattie" movies for televiewing.

Latest ripple on a comparatively smooth TV surface is the Congressional investigation of what's delaying color-TV. Senator Johnson (D-Colo.), backed by Senator Tobey (R-N.H.), started what may develop into a Donnybrook with the accusation that "powerful interests are holding back color-TV until the market is saturated with black-and-white TV sets." First new demonstrations of color-TV, scheduled for March 30 and 31, were postponed until later this month.

On the contract and cancellation front: Edgar Bergen has signed with CBS and you can tell the kids they're due for at least five sessions with Charlie McCarthy and Mortimer Snerd beginning in the fall. No renewal in the offing for Margaret Truman but Fred MacMurray is on the verge of signing for a situation comedy series. Bob and Ray may be scheduled for a regular spot on Kate Smith's show.

In its recently published pamphlet the U.S. Dept. of Commerce reveals that in 38 foreign nations surveyed, 35 have TV stations in operation, under construction or in the experimental stage.

A six-foot color-TV projection unit will be demonstrated this year at the American Medical Association convention in New York.

"Three-D films in television are nothing new," says film and TV star Jack Carson. "Nearly every film made for TV is done in 3-D—three days, that is."

The musical comedy "angel" of yesterday looks lots different today. RCA is backing a new Rodgers and Hammerstein musical comedy, *Me and Juliet*. Of course, there's more to it than meets the eye. Part of the deal includes exclusive TV rights to NBC and recording rights to RCA.

FINE TUNING

By OLLIE CRAWFORD

Baseball ready for new season of telecasts. The baseball diamond proves you can be a square, and still popular.

●

TV—that's the magic medium that made honest men out of sports announcers.

●

After all the anti-crime shows, along comes one that proves it pays to steal. In honor of television, the official ball this year is likely to be Lucille. The batters want the opening game billed as *Hit Parade* and the pitchers are holding out for the title *Strike It Rich*.

They even want a special show for the umpires called *Break the Back*.

●

One television fan is so mixed up he can't decide whether the best double-play combination is Kukla, Fran and Ollie or John, Cameron and Swayze. He thinks the best catcher is Jack Webb. His idea of a two-bagger is Arthur Godfrey making a strong cup of tea.

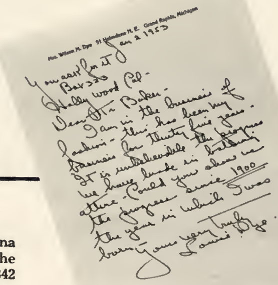
●

Television is affecting baseball. One team trained this year just by running around Kate Smith.

Art Baker Delivers When

YOU *ask for it*

MRS. WILSON M. DYE



Mrs. Wilson M. Dye 91 [illegible] N.E. Grand Rapids, Michigan

Jan 2 1953

You ask for it
Box 320
Hollywood Cal-

Dear Mr Baker-

I am in the business of fashion - this has been my business for thirty five years. It is unbelievable the progress we have made in bathing attire - Could you show us the progress since 1900 the year in which I was born -

Yours very truly
Louise Dye.

HER LETTER

IF you want to see a bull in a china closet, a barrel of monkeys, the world's fattest cowboy (all 342 pounds of him), a girl who likes to be frozen in ice, or any other animal, vegetable or mineral, the place to look is Art Baker's *You Asked For It* (ABC).

The show breaks down into five major categories: mind over matter (the swivel neck performer who turned his head 180 degrees); man versus elements (the fire eater); nostalgia (El Brendel, Ruby Keeler were brought back); animals (the ping-pong playing cat); and human interest (the one-armed and one-legged dancer).

The show was conceived by Maury Cohen, Cran Chamberlin, Wayne Steffner and Frank Oxarat, men in their 30's who were promising advertising and network executives before embarking on program. They chose Baker, whose career includes radio, film stints and a session as a lecturer on guided cemetery tours, for master of ceremonies. Chamberlin originated the idea and his wife the catchy title.

THE RESULT—Art Baker posing with six lovely models wearing bathing suits of different eras since the beginning af the century. They appeared on his program in response to the letter written by Mrs. Wilsan M. Dye, of Grand Rapids, Mich., one of 3000 letters received by Baker each week.

Baker putting Electra and the rabot's dag Sparka thraugh their paces for the thausands wha wanted ta see the mechanical pair. The shaw's viewers, in response ta the "Wanted" feature, which Baker telecasts, help the show track dawn elusive features.

The lady and the tiger. While Baker discreetly remains outside the cage, Mabel Stark, famed animal trainer, demanstrates her mastery aver a tiger ta delight the vast TV audience. The pragram has brought all sarts af entertainment ta Hallywood fram paints araund the globe, just because some viewer asked far it.

SOME OF MY LINES

BENNETT CERF

Bennett Cerf, urbane and witty panelist of the CBS show What's My Line?, *has compiled another of his wonderful books of jokes and anecdotes. A raconteur par excellence, Cerf has titled the new book,* Good For a Laugh. *It's published by Hanover House. Excerpts are reprinted with permission.*

●

For television use, where white shirts would cause glare, Paul Hartman ordered two stiff-bosomed evening shirts in blue. The mystified shirtmaker followed instructions—at $25 per instruction.

Hartman used the shirts with conspicuous success, and then consigned them to the laundry. But they didn't come back with either that week's wash or the next. They finally were delivered, accompanied by a note from the unhappy laundryman.

"We scrubbed and scrubbed these shirts," it read, "and finally succeeded in getting most of the blue out of them. If they are not absolutely white, please don't blame us."

●

Goodman Ace says he's discovered how really to enjoy television. "We do it all with a six-foot screen," he explains gravely, and when his visitor invariably expresses astonishment, he adds: "Yes, it's a Japanese screen, and we place it directly in front of the television set."

●

After listening to Tallulah Bankhead struggle through a song, Jimmy Durante confided, "I think you ought to have your tonsils out." "I've already had them out," she replied. Durante suggested: "Then put 'em back in."

●

Herb Shriner, the greatest thing in homespun wits since the days of Will Rogers, spends a good deal of his time discussing the town drunk back in his Indiana home town. The poor fellow wasn't always that way, he simply took a nip now and then to "quiet his nerves." He finally quieted them so completely he couldn't move at all.

●

Myron Cohen tells about the Brooklyn kid who watched six Wild West programs on TV every day. His mother sought one evening to lure him away from the machine and in to dinner, but the kid shot his pistol into the air and said: "Thanks, pard, but I reckon I ain't got any hankerin' tonight for matzoth balls."

●

Fulton J. Sheen relates that shortly after his elevation to the rank of Bishop he made the first of his many appearances on television, and stopped for a cup of coffee at the drugstore in the building where the studio was located, with his red cape already in place. The girl at the counter, obviously used to serving actors in every kind of costume, took the red cape very much in stride and asked blithely: "What's yours, Cock Robin?"

CABBIES NOW MUSIC CRITICS! WHY?

Piazza

MARGUERITE Piazza, lovely soprano star of NBC's *Show of Shows*, has the benefit of her own select circle of critics—the cab drivers of New York City.

It's a group that most opera stars never reach. But Marguerite does through the magic medium of television. And her taxi-driving friends never hesitate to tell her what they like and what they don't like.

"I feel that most of them know me," Miss Piazza explains. "When I get into their cabs, they start talking about the show. And it seems to me they always say: 'Lay off that popular stuff, kid, and do more of the good music.'"

Her Best Audience

For Marguerite, this is more fun and a better guide than singing at the Metropolitan and reading the reviews of the music critics. She thinks it's a measure of how serious music is growing

in popularity in the United States, thanks to television.

"We didn't expect it when we started," Miss Piazza says, "but we've found that the more serious the music and the more artistic the performance, the greater the public response."

If it's true, Marguerite can take a lot of the credit for knocking out some of the preconceived notions about opera singers. She's one of the real beauties of the entertainment world—creamy skin, the figure of a bathing beauty, a dazzling wardrobe, flowing black hair and large and lustrous black eyes.

She's Whistle-Bait

She's about as far from the caricature of an over-stuffed soprano as the law allows. She's one of the first stars of operatic caliber who can be whistled at, as well as applauded. The result is that she already has sung to more people than any other classical singer in the history of the world.

In her smart duplex apartment in the Sutton Place section of New York, Miss Piazza is now reaping some of the rewards of her success. The gray walls, above the yellow carpeting, are lined with her collection of fine paintings. Sideboards hold exquisite glassware, some of it from the Emperor Maximilian's palace in Mexico.

Terraces, which Miss Piazza keeps lined with growing plants during the summer months, open on the motley view of New York's East Side.

The main room is just made for entertaining, but Marguerite's principal interests are elsewhere—in the large nursery shared by her two sons, Gregory, 6, and Graves, 1½, and in the tiny studio upstairs which holds her piano and desk.

Born in New Orleans

Marguerite—born Marguerite Claire Lucille Piazza in New Orleans—hasn't let success go to her head. She works harder now than she did on the climb to the top.

"I guess I was a lazy little girl," she recalls. "I was 9 when my mother first

Marguerite in one of her favorite roles on the *Show of Shows*. She learns 25 arias a season.

tried to arrange singing lessons for me, but I decided I'd rather play baseball."

It was, in fact, her mother's ambition that made her a singer. "Mother always wanted to be a concert singer," Marguerite said, "but her parents were very strict and wouldn't let her. She wanted me to have the career she missed."

It wasn't easy. Marguerite's father, an Alsatian of French and German descent, was killed in an automobile accident when she was 3. She was brought up in the home of her mother's parents, who are of Italian lineage.

Marguerite really began her serious study of voice at 15. After that, there was no stopping her. She paid for most of her education at Loyola University in New Orleans by singing in various churches and conducting her own sponsored radio program over a New Orleans station. A scholarship gave her one year in Louisiana State's opera department. She already was pretty enough to be picked as queen of New Orleans' Mardi Gras. So she tackled New York.

"I had a letter from one of the priests at Loyola to Eddie Dowling," she recalls, "but I was too shy to present it. I sat around New York for several days, trying to get up my courage. Then mother came up, took the letter to Dowling and got me an audition."

One Was Enough

One audition was enough. It isn't the usual story, but Marguerite landed a lead role on her first try. She's been maintaining that pace ever since. Her chance at television, which skyrocketed her to fame, came just as suddenly.

Marguerite had a singing role in the Burgess Meredith production of *Happy Is Larry*. The show opened and closed in three days. But in those three days, Max Liebman, who was then preparing to launch *Show of Shows* had a chance to see and hear Marguerite. He signed her on the day the show closed and added another to his long list of star discoveries.

Television meant a busy new life for Piazza. She has to learn an average of 25 new arias for each season, including not only the music, but the intricate steps of television staging.

It isn't like opera. Marguerite steps through a doorway, singing. As soon as it's out of camera range, stagehands carry it off. In the middle of her dramatic aria, Sid Caesar and Imogene Coca are taking their places for a comedy sequence a few feet away.

"I shut all this out," Miss Piazza says, pressing her hands to her temples. "I think only of the music. I hear nothing. I see nothing, not even the cameras. This way it comes out right."

Marguerite credits Max Liebman with giving her chance at television fame

Piazza and Liebman

Changes On Stage

Once, she even had an on-stage costume change, in full view of the studio audience. It was from a business suit to an evening dress. Marguerite did it by wearing the evening blouse under the suit coat and draping an evening skirt over the business skirt.

"I had only a few seconds, but I made it," she recalls. "Then the audience almost spoiled it by cheering."

She has a few unrealized ambitions, not including the Metropolitan, for which she sang Rosalinda in *Die Fledermaus* a few seasons ago. Without giving

up television, she just hasn't time for the rigid Metropolitan rehearsal schedule.

But she would like to make one good movie. "I've had offers, but I wouldn't want to pick the wrong one." She'd like to make a TV film series of some of her arias. And she'd like a dramatic role with some singing in a Broadway production.

Her life has been shadowed by the death of her husband, J. Graves MacDonald, Memphis industrialist, but Miss Piazza, like most true artists, has been able to find escape in her singing.

She lives a full and busy life, with personal appearances and summer concerts filling in the hours away from *Show of Shows*. Last Summer, she sang for the Memphis Light Opera Association, and received an expensive compliment.

A thief broke into her dressing room. When Miss Piazza returned to the room and opened her jewel case, she found this note:

"With your voice and your looks, you don't need these as badly as I do."

She Loves To Travel

Despite this, Marguerite would not miss the experience of touring the country. It gives her a chance to really meet the people for whom she has been singing on the television show.

"When I was in Atlanta," she recalls. "An elderly farmer and his wife came to see me at the hotel.

"They had driven nearly 100 miles from a little farm town, just to see me. They said they felt they knew me because of the television show.

"It makes you feel humble just to know how many people you reach in how many places."

The same feeling is inspired by letters from mothers around the country who say they hope their daughters "will grow up just like you."

Despite her success, Marguerite has made new friends on each of her tours. People who meet her backstage and other performers are most impressed by her naturalness. She stages no tantrums, has no attacks of temperament.

For her, singing is her greatest joy and she feels just "lucky all over" to be able to do it.

Ready to Give Up

Yet there were times when she was ready to abandon her singing career. She entered it first to please her mother, continued it to please her vocal teacher, then took her opportunities as they came along.

When she met disappointments, she wasn't crushed. She was just ready to try something else.

"But each time," she explains, "something came along that gave me an opportunity to continue singing. That's why I'm here."

She's the queen of her own art, but she admires and respects the comedy art of Caesar and Coca.

"You know sometimes they let me play in the slapstick scenes," Marguerite Piazza says. "I love it."

Miss Piazza displays part of her collection of exquisite glassware. Some of her glasses are from the palace of the Emperor Maximilian in Mexico. She also collects paintings.

Reviews

PROGRAM OF THE WEEK

FREEDOM RINGS

John Beale on *Freedom Rings* set

FREEDOM RINGS, one of the more recent additions to CBS-TV's afternoon program lineup, offers no sensationally new ideas to revolutionize the industry. As a successful mixture of *Stop the Music*, *Beat the Clock* and other audience participation shows, it will probably glue housewives to their sets and that is its primary motive. (CBS, Tues. and Thurs.)

The title is a prize misnomer, in that the program has no patriotic motif. Instead, the "freedom" refers to the "freedom from drudgery" which the sponsor's home appliance products provide the housewife, while the "rings" refers to telephone calls placed to home viewers to give them a crack at winning some of the prize loot. Hence the *Stop the Music* similarity.

Beal on Strange Path

John Beal, versatile actor familiar to viewers via his many roles in TV dramatic programs, strikes off on a strange, new path as emcee of this show. His overdone enthusiasm too often becomes boisterously disconcerting and his perpetual smile begins to grate after a while. Beal attempts to inject comedy into the program, but the fun derives more from the unwitting antics of the studio participants.

On the program, women members of the studio audience try to solve make-believe problems in the home, which are enacted by a talented group of actors. Thus, one woman may be asked to change the bedclothes for a sick child without moving the child. Another may be asked to point out mistakes in a pantomime pageant.

Free Talent Best

Thus, as is usually the case in give-away shows, the entertainment is provided not by the hired hands, but by the free talent in the studio audience. And whether it's actually talent, or the ladies are just flustered enough to be amusing when they're on camera, is a moot question.

Since women are apparently good entertainment all by themselves, the day may come when these programs can dispense entirely with a paid master of ceremonies. The sponsor will merely ship a carload or two of his products to a studio, turn the cameras on, and let the ladies scramble for the prizes. There might be some coiffures spoiled and some ribs cracked, but golly, what fun!

As it is now, *Freedom Rings* provides little of interest to the man in the family. The show is obviously designed, however, to lure the housewives to the TV receiver, and it should encounter little difficulty in achieving this goal.

STAR THEATER

WITH a revised format, and a new group of imaginative writers to aid the cause, Milton Berle's *Star Theater* has completely recaptured this year the verve and fun displayed when it first took the air more than four years ago. The program is now broadcast only three weeks out of every four (NBC-TV, Tuesday nights) and the week's layoff each month for Uncle Miltie and his cast has undoubtedly helped it thrive.

Berle himself is a new personality this year, much more relaxed and hence much easier to like and enjoy. Since the program is no longer just a conglomeration of vaudeville acts but presents a basic story line for each edition, he no longer attempts to monopolize the cameras by throwing himself into each act. He's still the master showman upstaging his guests every time.

A surprise hit on the show this season is Ruthie Gilbert, who plays Berle's everloving but dim-witted secretary, Maxie, Her "Don't fight this, Milton—it's bigger than both of us" has already become a TV classic. She's a first-rate comedienne and one of the best foils Berle has had. Bobby Sherwood also contributes to the fun and ventriloquist Jimmy Nelson, who has replaced pitchman Sid Stone on the Texaco commercial, carries out the comedy theme.

Goodman Ace, one of the best writers in the business, heads Berle's large stable of writers and his proficient comedy touch is everywhere apparent. But it's still Milton himself who pulls the strings to round each program into shape. As producer, idea-man and general factotum, he rates the boost in ratings the show has achieved this year. The sponsor is dropping out at the end of this season because the budget has hit a new peak, but the program will undoubtedly return in the fall.

The production numbers are standout, complete with a bevy of pretty and leggy dancers. Among Berle's recent guests, all of whom pitched in on his shenanigans, were Gertrude Berg (Molly Goldberg), Marguerite Piazza, Broderick Crawford and Frank Sinatra.

CAPSULE CRITIQUES

What's the Story? Just another in the top-heavy list of panel quiz programs now inundating TV. Walter Kiernan is moderator, with New York newspapermen and critics as panelists. (DuMont, Thursday.) Kiernan reads the four panelists a group of facts from which they must guess what famous story he has in mind. If they don't, someone wins a prize, ho, hum.

OZZIE Nelson and his wife, Harriet Hilliard, are fine but their sons, Ricky and David, steal the show on *Ozzie and Harriet*, the refreshingly lighthearted situation comedy show about their true-to-life family (ABC, Friday). As a matter of fact, Ricky, the younger grabs most of the honors as the pint-sized cynic who continually mocks his brother's budding love life. All in all one of TV's better programs.—R. S.

before DARK

by MAY SCHUPACK

A decorating tip from ROBERT Q. *(The Name's The Same)* LEWIS: Indian totem poles fit in just dandy with early American decor, also make quaint notes in game rooms and gardens—he ought to know, he's got the biggest collection of totems outside of an Indian reservation. . . . CONNIE CLAUSEN, recent *Hollywood Screen Test* candidate, already spotted by MGM and Paramount talent scouts for June screen test, complains that aspiring TV actresses often miss getting parts because they're not appropriately dressed; suggests applicants find out what roles they're being tested for and dress accordingly. . . . Mothers with restless pre-school youngsters are finding it easier to get their chores done since FRANCES HORWICH began broadcasting *Ding Dong School*—keeps the kids busy finger-painting and the like while Mom goes on with her housework. . . . BRUCE MAYER, who conducts DuMont's *Ladies' Date* is a "veteran" at 26, now celebrating his 10th year as radio-TV woman's program emcee. . . . one of life's little ironies: BETTY FURNESS, who took her first job because, after a two-day voluntary trial at keeping house for her Dad, she found she didn't like it, is the leading demonstrator of household appliances on TV—evidently can't get away from the kitchen, despite having acted in 35 pictures, a number of stage plays and starred in some TV shows. . . . MARIE STROUD, associate producer of *Hollywood Screen Test*, handles minor roles on the show when needed.

Beauty by CAROLINE LEONETTI

Care of the eyebrows is one of the important requirements of good grooming for all women.

If you are uncertain as to your most flattering line, draw in experimental lines with an eyebrow pencil, and pluck to the line that suits you. Using a black or brown pencil, or blend the two to copy the exact color of your eyebrow hair.

Apply strokes lightly, in the direction your hairs grow, imitating the short hairs, and making sure that the strokes are darker and lighter to give a less artificial effect. Use pencil to extend the line either way.

Brown or black mascara may be used to intensify the brow, but be careful not to get a gummy effect. Brush eyebrows every night, apply cream if they are thick and unruly. A touch of cream after makeup will make them gleam.

Eye shadow beautifies the eye by emphasizing its natural color. Blue eyes should wear blue or blue-gray; gray eyes, blue-gray or green; brown eyes, violet or green or blue.

Eye shadow should be applied by dotting on a speck over each eyelid in its center portion and down near the roots of the lashes. Blend it with fingers or a brush. Concentrate the color near the lashes. Do not carry a trace of color beyond eyebrow's end.

Eyebrow pencil is a glamor aid.

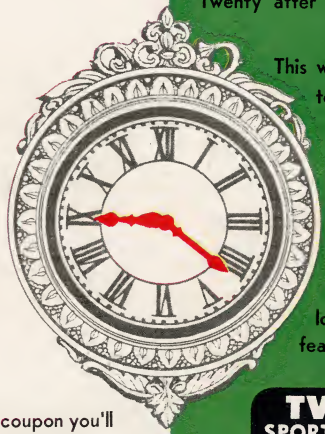
Mascara can be used on brows.

Eye shadow, carefully applied, is permissible for daytime wear, although tints always should be subtle.

(See Miss Leonetti on Art Linkletter's House Party *program, CBS, April 13)*

twenty after is too late . . . . .

Say it's twenty minutes past nine. You switch on the television set, later than usual, for some reason. You find, disappointingly, that a show you would have been very interested in is more than half over. Twenty after is too late.



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